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### Royal Oak's Publicity Works looks to add 5 people

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[Publicity Works](#) is growing in downtown Royal Oak because it's taking traditional public relations work and infusing it with the power of the Internet.

The 12-year-old company moved to downtown three years ago and has grown to half a dozen staff members, an intern and an extensive network of freelancers. It added two people in the last year and hopes to add another five within the next year. It's been able to do this by raising its revenues 20 percent in recent years.

"If I can stay on that growth pattern I would be very excited about it," says Lisa Maas, president and owner of Publicity Works.

New media is responsible for fueling that growth. The firm is utilizing traditional public relations tactics and combining them with Internet strategies, incorporating websites, social media and analytics to enhance the reach for its customers.

*Source: Lisa Maas, president and owner of Publicity Works*


**Writer: Jon Zemke**

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