



The Relentless Pursuit of Results

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PUBLICITY WORKS PR FIRM LAUNCHES NEW WEBSITE, BLOG AS INFORMATION HUB FOR BUSINESS, MEDIA COMMUNITIES

FRIDAY, MARCH 27, 2009, ROYAL OAK, MI – Lisa Maas, President of Publicity Works, announced the launch of the public relations/marketing firm’s new website at www.publicityworkspr.com and blog www.publicityworkspr.com/blog-works. The website defines the Royal Oak agency’s public relations, marketing, and on-line media services, and serves as a resource and information exchange about topics such as introducing social networking to the marketing mix, maximizing marketing dollars in a tough economy, and providing tips on conducting media relations and securing press coverage.

“The goal of our website and blog is to provide to the metro Detroit business community useful information about marketing trends and provide a forum for the exchange of new ideas and shared experiences,” Maas explained. “We are essentially creating a hub for the metro Detroit business community and media to learn about marketing trends and to share and receive practical information.”

The contents of Publicity Works’ new site include marketing, public relations, advertising and online media services provided by the firm, a media room for reporters and other media to access current press releases distributed by Publicity Works on behalf of clients, media appearances of Publicity Works’ current clients, and results the agency has achieved on behalf of clients.

“To provide useful information to our current and prospective clients as well as the media, it is imperative that our website content be current, valuable and applicable to current market conditions,” Maas stated.

Publicity Works’ blog, “Blog Works” offers insight and tips on promoting businesses through social networks, securing media coverage, and maximizing a marketing budget and efforts in a down economy.

Established in 1997, Publicity Works is a lean, focused full-service marketing and public relations agency providing services such as public relations, on-line marketing, business-to-business marketing and communication, graphic design, DVD production, pod casts, event promotion, website design, and comprehensive advertising services. Whatever the communication challenge, Publicity Works will create and implement an effective strategy through the “Relentless Pursuit of Results.”

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