

INTRODUCTION

The process of predicting realistic goals include planning and strategy. As marketing budgets shrink and consumer demands grow, successful marketing includes structured ideas and consumer participation.

With modern technology and the internet, these goals should span both domestically and globally. In most small businesses, managers can easily modify goals by frequently revisiting their business and marketing plans.

Through Integrated Marketing and Publicity companies can measure results and garner a realistic impact of their market penetration and consumer based efforts.

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Publicity

HOW DO YOU KNOW IF A PUBLICIST IS RIGHT FOR YOU?

INFORMATION ABOUT A COMPANY ANNOUNCED TO THE PUBLIC APPEARING IN MASS MEDIA IS MORE FAVORABLE THAN PAID ADVERTISING

1. ADVERTISEMENTS. If you are seeking a few quick advertisements then a publicist is not for you. However, if you are looking for a vital, outgoing individual to implement strategy, a publicist is just what you need. A publicist does not need to live where you live, oftentimes they do not; but, they must possess an in-depth understanding of crafting, packaging and projecting your image.

2. INTRODUCTION TO MEDIA. Typically, companies and individuals hire a publicist three months prior their event to “hype,” “reintroduce,” or to “sustain” a message. A publicist should be able to understand your project, develop concepts, maintain an extensive database of media contacts, fit within your budgetary parameters and be able to project your image. Moreover, a public relations strategist is just as essential as a business or marketing plan.

About The Couture Agency

The Couture Agency delivers effective, innovative solutions to clients. Our high-quality, integrity-driven approach allows us to tailor our publicity, marketing, management, and consulting services to fit our clientele. Our exceptional business team, extensive market knowledge, and many contacts in the entertainment and business industries as well as the media make us the right company for all your needs.