

What Is Remedy Communications?



We help brands, personalities and events get featured in the news and through social media channels.

Modern PR firms are connectors for their clients.

- We review what it is you have to offer, refine your message and present it in a way that will bring value to a particular set of journalists or audience.
- The end result is a third-party, with perceived influence and importance, talking about your brand or initiative.
- This third-party could include a national morning show, local blogger, Elite Yelper, well-known Instagram personality, magazine reporter or noted analyst for your industry. Or something entirely different.

Remedy thrives in the earned and social media spaces, helping brands increase their exposure through editorial (unpaid) news media and social media channels.

- As the media landscape continues to evolve, we also actively navigate the gray area that exists between earned editorial and advertising, developing multi-channel, integrated campaigns that include sponsored content, native advertising and other avenues that just are still evolving.
- We're based in San Diego, with people on the ground around the country. Remedy is a decentralized agency (more on that later), so chances are if you need a local expert in a city other than San Diego, we can make that happen.



What Makes Remedy Different?

Remedy is the antidote to the issues that come from hiring a traditional PR firm.

We were formed by a group of veteran PR consultants who, after hearing about the disappointments their friends and colleagues had with their existing PR representation, decided their must be a better way.

That better way, aka the Remedy, involves a mix of creative thinking and flexibility, along with a healthy dose of realism.

Many times, the firms overpromised and under delivered, based on outdated PR philosophies and previous experiences. Sometimes though, the firms simply told the client what they wanted to hear and failed to manage expectations.

With that in mind, we decided to form a *Remedy*.

We Don't Live In The Past

The reality of modern marketing is that what worked five years ago in this industry, or even five weeks ago, may not work five days from now.

We'll be the first to tell you that our case studies, which do show some very impressive results, are examples of our innovation and success using the resources at our disposal, for particular clients, at a certain moment in time.

They are not a guarantee of future results.

What they do show is our creativity, critical thinking, ability to adapt to changing environments... and our willingness to hustle.

Remedy develops programs that are both realistic and creative, but also focused on making sure that the target in mind will want to pay attention.

Stunts and flashy tactics are nice when it comes to winning industry awards and including in year-end reports, but our partners tend to prefer results.

What Makes Remedy Different?

No Bait-And-Switch Teams Or Armchair Quarterbacks

- Remedy's directors, who you meet in the new business phase, will remain your point of contact for 95 percent of the project.
- Our senior directors still contact the media for each and every client. This gives them a current, real-world knowledge of what works and what doesn't.



Ask the new business team you're meeting with how many calls they made to the media last week or how often they interact with the clients they have now... because this does matter.

Most senior staff and business development teams at larger agencies no longer make media calls, resulting in a huge disconnect between their plans and the current media climate.

What Is Experience Worth To You?

Remedy Is Not A Training Agency

- We don't have junior staff cutting their teeth as they learn the in's and out's of PR or social media.
- While it would be nice to have interns and junior staff we could mentor, that would come at an added cost to the client.
- So far, clients haven't asked for this, so we don't provide it!



How Does PR Happen For Your Brand?

Many people understand what the results of a well-executed PR campaign are, but some are unaware of how those results actually come to be.

It typically takes more than simply mass emailing a press release to a list of journalists. That can work, but it often doesn't. Here's a basic overview how we do it.

Remedy strives to find each brand's media-worthy selling points, and then relay them to the journalists they are relevant for in an appropriate manner.

The goal is to have our client's stories told by reputable third parties. That could be anyone from a local TV news reporter to a social media personality with hundreds of thousands of followers.

Once we identify a client's story and the assets we need to tell it, we reach out to the media via email, phone, face-to-face visits, mail (yes, USPS can still be quite effective) and other avenues. These "other avenues" could include events, trade shows and offline activations. Sometimes we do write press releases, but those are far from the be-all and end-all (*at least, according to [AdWeek](#)*).

Examples of the results of a successful PR execution may be:

- Local news channel interviewing a spokesperson in the days prior to a weekend event.
- Popular Instagrammer raving about a product.
- Magazine including a product in a feature story or seasonal round-up.
- Business journal profiling a key new hire.
- Calendar section of a local blog including an event taking place soon.
- Industry analyst posting about a brand's new launch on LinkedIn.
- National morning programs interviewing an expert regarding a medical issue.

Wondering How Long A PR Campaign Will Take And What It Will Cost?



That's a loaded question. What does a new car or a house cost? Are you buying a two-bedroom condo or building a ranch with a pool?

It all depends on your needs and your budget.

In terms of time, we've had media outlets turn stories around in a day and saw them go viral on a national scale. But, we've also seen major online news publications publish features six months after first being contacted.

Start The Conversation Early

Our advice to all brands, regardless of what they're looking to do or who they're considering working with, is to start talking to partners sooner than later. Be upfront with your budget, media targets and goals.

Knowing this in advance will help the potential partners you contact give you a good idea on when they think you should start and if they're not the right fit for your project.

Ideally, send a formal RFP and outline of your needs so agencies you contact can have a well thought out idea of your needs and goals. Seeing this on paper will help all parties involved get on the same page.

Don't have an RFP? No worries, we have a fill in the blank RFP you can borrow. All you have to do is [ask for it.](#)

Any good agency will present ideas in your budget range and some extras to be used as thought starters. If your project isn't right for them, they may be able to refer you to another agency or consultant suited to help you. We do it all the time.

What Makes Remedy Different?



Why Our Model Is Better

- Your team is handpicked based on your priorities at that time.
- We select the best people for your needs, not just the best people here in our San Diego office.
- Most of our media specialists have more than eight years of experience and work remotely from cities such as Denver, New York and Los Angeles.

Remedy Curates The Right Team, For The Right Client, At The Right Time

- All Remedy team members, except for the directors, are independent consultants.
- Traditional agencies are bound by the overhead of full-time employees and the need to fulfill billable hour requirements.
- As a result, their team members often work on projects that they often aren't qualified for or aren't interested in.

Think Of Our Model Similar To That Of An NFL Team

The kicker plays a crucial role, but they're not on the field for every down. They're simply not qualified or needed for every play. At other agencies though, the same team members are forced to play in order to fulfill their "billable hours".

When our kickers aren't on the field for one client, they're working for us on another, or simply elsewhere, keeping their skills sharp. And if a client decides they want to move from football to soccer, then we're nimble enough to trade players.

Would you, the client, prefer we have a kicker on the field for every play, or the right players at any given moment.

Remedy's Design Results In An Incredibly Motivated Team And The Ultimate Model In Profit Sharing

- Consultants choose, and are chosen, to work with Remedy based on project fit and interest.
- The better we do as an agency, the better they do financially.
- When they work extra hours, it's because there is budget for that additional time.
- If a client or project shifts direction, we shift the team ensuring the right people are being utilized at the right time. We don't jam a square peg into a round hole.

The Disadvantages Of The Remedy Communications Team Model



We're far from perfect and the way we build teams won't work for everyone. Here are some areas we fall short:

- We don't have enough local associates in San Diego to start a softball team.
- The agency has to charge less because we can't bill clients for the overhead that comes with having a posh office.
- Distracting water cooler talk is a rarity.
- Lack of morning commute leads to an overwhelmingly positive attitude and focus.
- Our employees enjoy their jobs because they choose to work with us, and get paid for the projects they want to be a part of. Nothing is forced.
- Directors have to get their own coffee.

**HERE'S A PR
INDUSTRY SECRET**

Large agencies also rely on media consultants
(our directors have been hired for similar roles on their own before)
and other small agencies use this model too. We've worked for them and have seen it in action. They're just not upfront about it when they speak with potential clients.



What Most Agencies Won't Tell You

Executing a PR campaign is easy.

Technology has leveled the playing field so that anyone can reach out to the media. This also means that the PR landscape is more crowded than ever and implementing a campaign that brings in results is all the more difficult.

Online services tout that for a very small investment, you can buy a media list and mass distribute an announcement out or send a [press release](#) through a paid wire service that will “guarantee” millions of impressions.

The reality is that these tactics rarely generate significant editorial coverage.

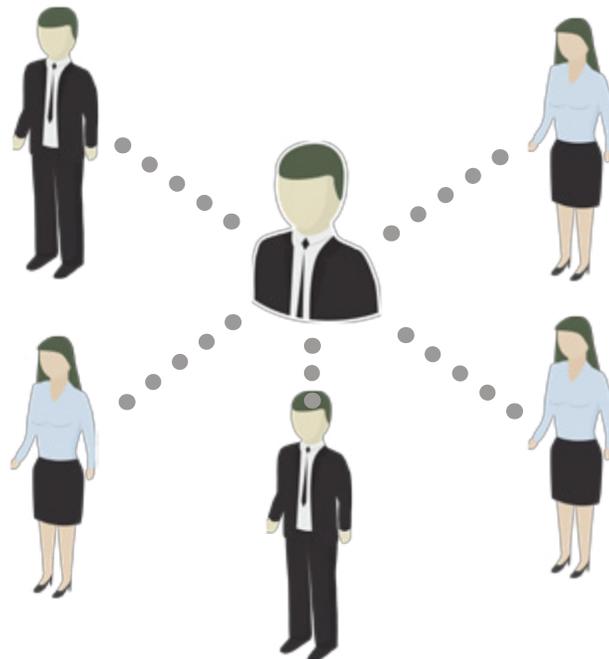


Email blasts to lists, even well curated ones, seldom generate significant interest. In fact, they usually annoy reporters and turn them off to your brand.

PR Stats To Consider



In 2004, PR professionals outnumbered journalists by a ratio of 3:1. Today, it's closer to 5:1.



Top-tier journalists receive 100 pitches per day from PR people.

- That's just from PR people. That doesn't include the other distractions in their life that we all deal with, including contact calls and emails from family and friends, internal work distractions, etc.

Almost 50 percent of journalists publish one story per day.

- When you consider that most top-tier writers get pitched an average of 500 times per week, you can begin to understand the competition each pitch faces.
- This doesn't include what many other brands are doing to secure media attention, including lavish trips, events and other perks that can't guarantee coverage, but almost certainly will help you get your audience's attention.

**Stats cited come from [The Guardian](#) and industry expert, [Jeff Bulas](#).*



What Do We Do On The Social Side?

Unlike many social media “experts”, we’ve actually been executing programs in this space for more than 10 years.

The social landscape is regularly evolving, but here are some of the things we offer clients who are looking for help in this area:

- Strategy and road map development, along with personalized training, that a brand can implement on their own, if desired.
- Activations that bring online audiences to engage with clients in the offline world.
- Contests, sweepstakes, etc., designed to get new fans, capture email addresses for your newsletter list and more.
- Dark posts and other types of social advertising.
- Engagement strategies and proactive interaction with existing fans, as well as others who matter to the brand.
- Content strategies and if need be, the actual imagery needed to entice people to follow your brands and get your existing followers to pay better attention.
- Moment in time promotions related to events a brand owns or those that are important in their space.



Need To Get A Hold Of Us?



Drop us a line at Info@RemedyPR.com

If you want to see some of our more creative thinking, our website has some of our client experience and our blog gives some insight into how we think.

Both are available at www.RemedyPR.com.

