

Allied Public Relations

Make PR a part of your marketing arsenal!

Whether you're brand new or an established company, launching a new product or service or highlighting the benefits of an existing one, PR can help you spread the word to your key target audiences and, ultimately, affect sales. At **The Allied Group**, we work with companies to help them develop and implement highly effective public relations programs and make sure they are integrated into their overall marketing mix.



Benefits of Public Relations include:

- A cost-effective way to reach target audiences, build awareness, and generate sales leads
- Stimulates awareness of and demand for your company's products or services
- Develops a stronger, more controlled image for your firm
- Positions your company and key people in your organization as knowledgeable and reliable industry experts

“The three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people. Of course, the means and methods of accomplishing these ends have changed as society has changed.”

~ Edward Bernays
*often referred to as one of the
founders of modern public relations*

SAMPLE
PRESS RELEASE



For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop marketing and operational solution.

THE Allied GROUP

Implementing Marketing & Fulfillment Programs.

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