

Why Choose PRMG

A full-service public relations and marketing firm such as PRMG can provide the services necessary for your firm to succeed. Whether it is the crisis that faces you today, or the long-range strategic planning that will allow your firm to expand and excel, we stand ready to provide you with the assistance you need.

Pricing

Clients can choose to hire PRMG on a monthly retainer, at an hourly rate, or based on a particular event or project. At PRMG we work with our clients and ensure that you are receiving the services you need to grow.

Measured Results

One criticism often heard about public relations is that practitioners do not often provide measured results. At PRMG, we understand the importance of demonstrating impact on the bottom line. We utilize quantitative measurements and research to provide detailed periodic and project reports that measure the success of our efforts.

PRMG Clients (partial list)

- Suffolk District Attorney *
- Suffolk County Bar Association
- Law Offices of Robert J. Cava, P.C.
- Law Offices of Russell I. Marnell, P.C.
- Carol Mellor, Attorney at Law
- Robert Montefusco, Esq.
- John P. Schettino, Esq.
- Sullivan & Kehoe, LLP

* Previous Employment

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PRMG

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*Serving Long Island's
Law Firms*

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The Need for Public Relations and Marketing

As a practitioner, you are well aware of the increasing competitiveness of the legal profession on Long Island. Today, you must have an effective public relations and marketing strategy that informs the public, your client base and the legal profession of the services you provide and that differentiates you from the competition.

The communications age and technological change continues to have broad impact on the way we interact. These changes, combined with the proliferation of attorneys and legal services, as well as the increasing specialization within the profession, have had a tremendous impact on how practitioners obtain business and service their clients.

Never before has it been more imperative to seek professional guidance to ensure that the services you provide are known and well presented. We stand ready to help.



PRMG's Full Range of Services for the Legal Community

Strategic Planning and Research

- Marketing Plans
- Public Relations Plans
- Survey and Polling Development
- Content Analysis

Media Relations and Publicity

- Media Advisories
- Press Conferences
- Press Releases
- Event Photography

Issue and Crisis Management

- Crisis Response
- Trial Publicity

Advertising

- Strategic Advertising
- Direct Marketing
- Newspaper, Television, Radio Ads

Editorial Services

- Topical Columns
- "Advvetorials"

Public Service Programs

- Radio
- Cable Television
- Community/Organization Education

Internet

- Web Site Development
- Content Maintenance

- E-Newsletters
- Marketing

Publications

- Firm Overviews
- Area of Practice Brochures
- Newsletters
- Announcements

Event Planning

- Community Events
- Area of Practice
- Informational Seminars

Customer Service

- Client Communications & Publications

Information Technology

- Database Development
- Office Technology Consultation
- Technology Training

Long Island News Clipping Service

- Monitor LI News Organizations

Call us today to discuss how we can develop creative and comprehensive programs to meet your public relations and marketing needs.

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