



CASALRONE
Public Relations

THE CASALRONE PR *Process*

THE MEETING

Our public relations experts meet with you to learn about your brand and your story. The success of your brand is important to you, your success is important to us. At this stage of the process we gather information to learn about what makes your brand unique and learn about the results you want to achieve.

THE PLANNING

After the initial meeting, our public relations experts will complete in-depth market research of your industry and competition. We want to help you discover, design, and define your brand voice and your brand story. In the planning stage we will explore the most effective way to share your message using a variety of PR vehicles.

THE EXECUTION

In the execution phase of our process, our public relations experts will use their media relations experience and a variety of PR vehicles to share your message to the right audience and maximize exposure of your brand and connect your brand with your community.

THE FOLLOW UP

After completing the execution phase of our process, our experts will gather all metrics and information about your tailored PR campaign. At the follow up phase, we will work with you to analyze performance and suggest changes for future campaigns to ensure your brand gets the positive exposure it deserves!