



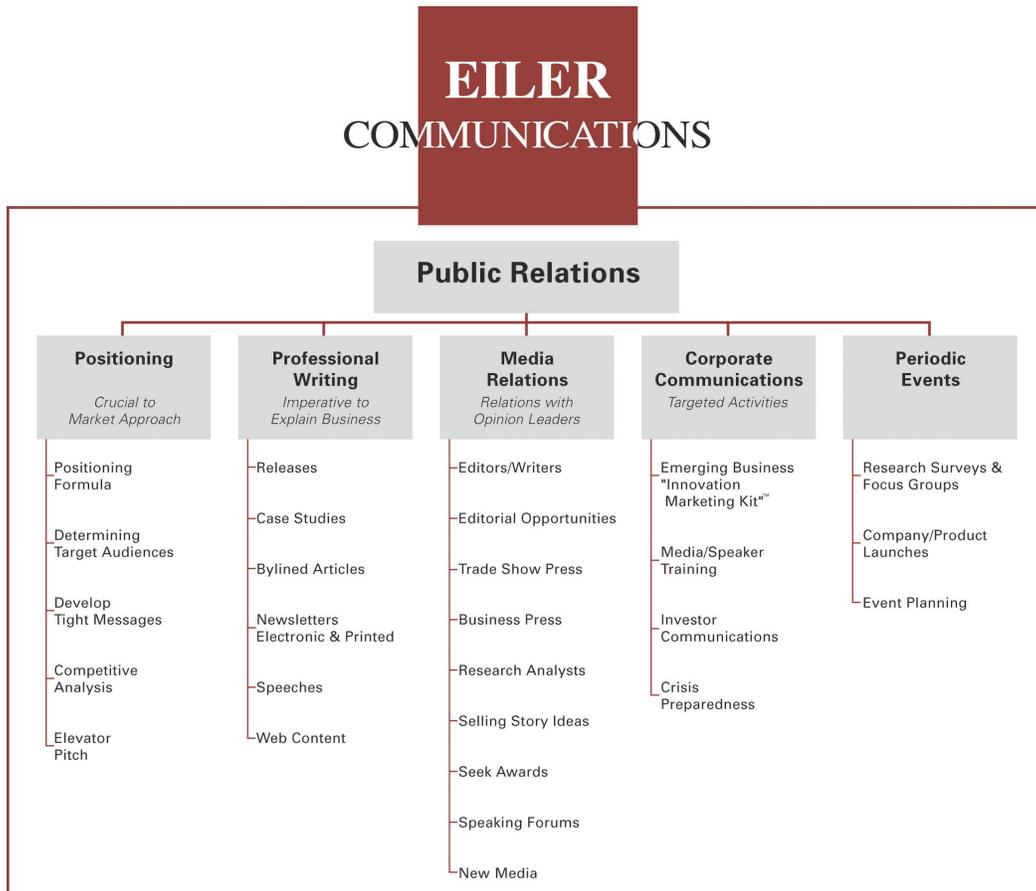
Building Your Company’s Visibility: How PR Benefits Business

According to the University of Michigan’s Ross School of Business, the number one reason technology companies fail is the absence of effective marketing efforts. Customer relationships are the key to business success, and people’s knowledge of your business is what drives growth.

All businesses offer a value proposition to their customers. Most emerging and high-growth companies know their value but don’t know how to communicate it effectively.

Eiler Communications is a public relations and marketing communications firm in Ann Arbor, Michigan, servicing established and emerging companies in the technology, financial services, biotechnology and healthcare industries. For 26 years, Eiler has helped small- to-medium-sized businesses build identities in their industries, the media and the community.

Eiler helps companies define their value, then communicates the message the people who matter – customers, prospects and influencers - with crisp, focused and relevant PR messages. Eiler offers a number of PR products:





Our **Emerging Business Marketing Counsel** program is a six-to-eight-week program that provides marketing tactics to businesses that need help executing marketing and communications activities. Eiler works with you to identify target audiences and messages, as well as cost-effective ways to reach those audiences.

The **Emerging Business Marketing Counsel** program follows two tracks so you can choose the program that fits your needs and budget:

Track #1

Competitive research and analysis

- Eiler asks the questions that help define your business: Who are your competitors, what is their position in your market and how does your company differentiate itself?

Positioning statement

- Eiler uses a positioning formula to define your business' customers, differentiators and market position. Positioning is the infrastructure of targeted marketing.

FAQ

- Eiler identifies the questions most often asked about your business, and works with you to develop responses that convey a clear and consistent business message.

Company backgrounder

- Eiler helps develop a professionally-written, one-page document that communicates the most important facts about your business: who you are, what products or services you offer and what makes you different.

Track #2 (All above activities PLUS)

News release and media distribution

- Tell your business story to the media in a way that grabs their interest. Eiler will write a news release for your company and distribute it to relevant media contacts.

Editorial opportunities

- Eiler identifies opportunities for your company to contribute to its target media outlets.

Audience and key messages consultation

- Sharpen the focus of your marketing initiative by determining whom you must reach and what must you tell them, and create an outline of key business messages to guide future media interaction.

Speaking opportunities

- Eiler recommends speaking opportunities for your company to establish a presence among your target audiences at industry events, roundtables and trade shows.

Media and analyst lists

- Engaging analysts is crucial because media use them as expert sources. Eiler provides lists of key industry research analysts will builds a list of reporters who cover your industry.

Media training

- Learn helpful hints for dealing with media and communicating your business messages effectively in an interview.



Six-to-12-month PR plan

- Eiler maps out goals and opportunities for the coming year specific to your business objectives.

Eiler Client Testimonials

“My work with Eiler began at Comshare and continued on at Machine Vision International, Diffracto, Network Express and the Michigan Venture Capital Association. They have helped me position businesses and adapt to market changes, take two companies public, done road shows to inform new and existing shareholders, written annual reports and speeches, provided good guidance on all PR and communications with the various customer, employee, community and investor audiences. I have valued their work highly for 20 years.”

Richard P. Eidswick

Managing partner, Arbor Partners LLC; founding president, Michigan Venture Capital Association; former chairman and CEO, Diffracto, Network Express and Machine Vision International

“Eiler people understood our businesses in all instances where we worked together. They executed on what they promised and got results that surpassed what we imagined in terms of making grapeVINE Technologies and Biotherapies known in their fields.”

Tom Trimmer

Entrepreneur and investor; former president, GrapeVINE Technologies and Biotherapies

“Eiler people worked hard to understand our business. They did it very well and we often felt as if we were the firm's sole client. They taught us the importance of dealing with analysts and worked to educate us on the importance of vertical-market media covering finance.”

Todd Wille

Chairman, president and CEO, Unify Software; former vice president finance and administration, FRx Software

Eiler Clients

NSF International	Blue Skies	UMI
Ditech	TranStar	MEDSTAT
Ann Arbor SPARK	InfoLAB	ABN AMRO Mortgage
The Linux Box Corporation	Spider Tech	Group
Tener Technologies	One Point Technologies	LaSalle Home Mortgage
Razor Threat	Genetics2	InterFirst Wholesale
Ensure Technologies	Clarity Technologies	Lending
Logic Solutions	Safari Technologies	Beringea
Job App Network	Unison Software	NuStep
Entrepreneurial Initiative of	Junglee	
Southeast Michigan	ProQuest	