



1673 W 8th Street Erie, PA 16505 | 814.454.6236 | [PAPASVH@papapra.com](mailto:PAPASVH@papapra.com)

*White Paper*

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**Your public relations message...converged.**

You have an important story to share. New products or services to announce. A cause that needs support. Maybe a crisis or two to manage.

That's when a converged public relations strategy – let's call it cPR – makes sense. By integrating traditional public relations tactics with evolving social media, cPR can help you lead critical conversations both online and off. What's more, you'll be able to maximize the impact of consistent messaging across multiple channels.

Here's what cPR can offer:

- **Integrated Marketing** – Combining traditional PR with web releases to ensure your message reaches not only the media but also consumers, search engines and social networking sites.
- **Immediate Messaging** – Traditional PR places your news in the media's hands for publication on their schedule. But web releases and social media posts are immediately available online to consumers and search engines.
- **More Impact** – Online links instantly enable consumers to learn more about your organization, read a related story, view photos, ask a question, post a comment and more.
- **Better Measurement** – With a converged approach, we can track your message to measure its reach and impact on your bottom line.

Interested to learn more about how cPR might support your marketing efforts? PAPA is just a phone call...or email...away.



