

## Public Relations Leads the Market Conversation

What comes to mind when you think of public relations or social media? What may come as a surprise is that the utility of both is the same: to build and maintain relationships with the people important to your future.

Still, only one in ten conversations about your organization is online, according to the Keller Fay Group; social media should be part of a broader public relations strategy.

### Relationship first

For example, many companies make the mistake of using social media strictly for selling. Facebook walls and Twitter feeds are too often only a stream of promotions. Stakeholders soon become tired of the constant barrage of sales messages and will begin to drop off.

Integrating social media as one channel in your company's public relations program is much more effective. Social media is a great way to

establish and nurture a relationship with potential customers. This isn't marketing or sales – its public relations, pure and simple.

### Start with strategy

Whether social media is failing to meet your expectations or you've put off participating altogether, now is the time to start fresh.

Begin by understanding what you're stakeholders are already doing online. Figure out how to deliver value socially. Build the capacity, including measurement. Hanser & Associates' annual social media benchmark survey is likely very helpful in getting oriented.

Most organizations are still not satisfied with their social media investments. Those who have a plan—who participate socially online for the measureable benefit of customer and employee relationships—are on the right track.



Ronald Hanser (left) discussed the role of social media in public relations strategy with former White House Press Secretary Robert Gibbs in October in New York.

Of course, we're available to help your organization with strategy, implementation, management and measurement. It starts with a call to talk more about your needs and expectations. We're always willing to share our perspective as a member of the Word of Mouth Marketing Association and Pinnacle Worldwide – collective experience that supports the success of our firm's clients. Give us a call.

### employee news

## Hanser elected to CPRF board

Hanser & Associates president Ronald Hanser has been elected to the board of directors of Council of Public Relations Firms (CPRF). He will serve through 2014.

New York-based CPRF is a trade association of 100 of America's leading public relations firms. Hanser & Associates has been a member of CPRF since 2001.



Ronald Hanser (left) is congratulated by Kathy Cripps, president of Council of Public Relations Firms, upon his election to the board of directors of CPRF.

### client news

## New client

Gordmans, an Omaha, Neb.-based retailer, is a new client of Hanser & Associates.

Gordmans has 74 stores in 16 states, and provides "big savings, big selection, and fun, friendly associates" for shoppers. Gordmans hired us as their public relations agency of record to create a public relations strategy for the retailer's growth.

Happy Holidays!  
From all of us at Hanser & Associates

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casestudy

## Celebrating Public-Private Partnership in Washington



Congresswoman Eleanor Holmes Norton (center) cuts the ribbon Nov. 15 to inaugurate Union Station's new role as a multi-modal transportation center. Executives of USRC, Washington D.C. government, Destination DC and megabus.com participated also.

**Situation:** Washington D.C.'s Union Station has been "America's rail hub" since 1907. A \$160 million revitalization was completed in 1988 by owner Union Station Redevelopment Corporation (USRC), a model for public-private partnerships to financially support continued operations.

Congresswoman Eleanor Holmes Norton (D-Washington D.C.), USRC and D.C. government leaders have worked with private companies to expand Union Station's multi-modal transportation role, including creation of a hub for intercity bus travel with completion of a bus deck.

Our client megabus.com—the intercity, express bus company serving 16 cities from its D.C. hub and more than 70 cities across

North America—became part of the public-private partnership in November when it relocated its bus stop to the remodeled bus deck at Union Station.

**Public Relations Action:** Hanser & Associates planned an inaugural event for megabus.com at the relocated bus stop on Union Station's bus deck.

The congresswoman and leaders of USRC, D.C. government, Destination DC and megabus.com delivered remarks and participated in a ribbon-cutting on November 15, as megabus.com passengers and local officials applauded.

**Results:** The successful event celebrated megabus.com's role in the public-private partnership and improving travel.

*CQ Roll Call* (the congressional publication) and six other media outlets attended and reported the news story to millions.