

Public Relations: Media Coverage for Clients

Using Journalistic creativity and our contacts in the media, Elevator has placed literally thousands of clients' stories in the Print, Broadcast, and Online media.

We're strong and very experienced with Product Launches and Event Dedications. We deliver high impact press coverage results in the major, national and regional media for product launches and event dedications. Recently, we've delivered major national and regional coverage for four solar energy installations to lift the visibility of these companies and drive additional sales for these solar installers from consumers and businesses, including partnering with multiple public companies for these launches.

The Story Stream[™]

Creatively coming up with a number of cool, interesting, relevant story ideas for your company is a primary objective. You approve every story idea we broach, we write it and send you a draft, we get a FINAL ready for outreach to the media – and we send it to our reporter contacts, by beat, on topic they cover.

It doesn't stop there. The latest story idea about your company typically has a very short shelf life – maybe a couple weeks. It gets covered and then it turns into "old news". So, how you keep the press coverage happening, month after month, year after year? A Story Stream[™]. We continue to create new stories about you and plan these stories well in advance.

Crisis Management

Nobody in his or her right mind goes looking for trouble – but sometimes it finds us. There are ways to prepare for trouble, so if it shows up you can handle it and make it go away – quickly.