

Media Relations

Marshall Erdman Experts Kit

Challenge: To position Marshall Erdman, a design-build company, as a team of experts in the design and construction of clinics for multi-specialty physician group practices.

Target: Trade media, prospects and customers, as well as Marshall Erdman & Associates executives, managers and staff.

Solution: In order to increase awareness about Marshall Erdman & Associates and to disseminate information about the expertise the company's associates can provide, Bottom Line recommended the creation of an experts kit to showcase the breadth and depth of their experience. We also developed the collateral pieces within it. Bottom Line:

- Drafted several biographies of key staff that highlighted each person's areas of expertise and a sample list of projects on which he or she worked.
- Compiled a fact sheet to offer an overview of Marshall Erdman and its capabilities.
- Organized a client list to provide a thorough look at Marshall Erdman's capabilities by featuring clients served.
- Developed story ideas that are brief summaries on Marshall Erdman projects, both past and present to reinforce the company's position in the marketplace, and to offer editors and reporters examples of editorial content.
- Generated news releases and pitch letters on newsworthy topics to achieve consistent editorial exposure.
- Created several trade media lists to which we sent the kit as an introduction to Marshall Erdman & Associates' team of experts.

Emphasized within the kit were projects that Marshall Erdman previously worked on in the healthcare field. These presented the company's unique expertise and cutting-edge design in health care. The kit was used to help Marshall Erdman & Associates receive editorial coverage in trade publications and to secure speaking engagements.

Outcome: Combined with a program of proactive media contact, the Marshall Erdman Expert's Kit received positive feedback for its role in:

- Generating consistent editorial exposure for Marshall Erdman & Associates in trade publications.
- Encouraging trade media editors and reporters to seek out staff at Marshall Erdman & Associates as industry experts on appropriate topics.
- Identifying and pursuing qualified speaking opportunities that allowed Marshall Erdman & Associates to demonstrate its expertise to prospects and customers.

Marshall Erdman continues to garner increased media inquiries due to the Experts Kit.