



## C o m p a n y   O v e r v i e w F a c t   S h e e t

### **Location**

Accolades Public Relations  
3571 Far West Blvd.  
Austin, Texas 78701-3766  
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### **Officer**

Cynthia Baker  
President & Founder

Jim Baker  
COO

### **SUMMARY**

Accolades Public Relations is a results-oriented communications firm committed to progressive strategies in public relations and marketing. It is a new breed of PR firm where the client's needs drive solutions, whether in media exposure or news online.

The firm's mission is to set the standard in what carefully executed public relations and communication strategies can do for sales, lead generation and the bottom line of ROI. Accolades' team of public relations specialists practice a blend of traditional public relations along with optimized PR and social media.

The agency focuses on building and protecting its clients' most valuable asset - their brand. With expertise in branding, media relations, corporate communications, Web development, product launches, and special events, the firm's capabilities empower client initiatives.

The Accolades team delivers more than 45 years of experience in garnering media exposure and developing powerful marketing and advertising campaigns. Accolades practices public relations in Austin, Texas and serves both regional and national clients in the technology, real estate, executive leadership, and business sectors.

### **History**

Cynthia Baker formed the firm with a mission to create a place where PR practitioners could grow within a PR firm to develop their career skills and strengths to the maximum.

She began "by walking her talk" and developing her own clients from the Austin-area. Due to her interests in franchise marketing as well as social media and



optimized PR, her practice soon blossomed so that clients were seeking the Accolades firm's capabilities via the Web as well as in person.

Accolades has grown into a team of solid, experienced PR specialists that are open to embrace the world of new media. Being creative and finding practical solutions that meet the needs of connected consumers is an important part of the company's mission.



## **Public Relations and Communications Services Overview**

### ***Traditional Public Relations***

- Branding Strategy DB
- Corporate Fact Sheets
- Positioning and Messaging
- Media Lists
- Press Releases
- Media Relations & Outreach
- Media Training MJH
- Case Studies
- By-lined Articles AWL
- Guest Columns

### ***Optimized Public Relations***

- Optimization of Press Releases CACH
- Optimization of Web Content
- Link Building from Authority Sites AWL
- Development of RSS Feeds APR

### ***Web 2.0 & Social Media***

- Logo Creation
- Development of Word Press Sites
- Creation of Social Media Site (Facebook, MySpace, LinkedIn, Twitter, etc.)
- Integration of Social Media Sites via RSS Feeds
- Maintenance of Social Media Engine
- Development of Blog Site
- Consulting in Blog Strategy & Guidelines
- Using Social Media Sites to Build Community & Conversation
- Developing PR Content to Fuel the Social Media Engine

### ***PR Strategy & Social Media Consulting***

- Analysis of Target Audiences
- Keyword Research
- PR Plan
- Marketing/Social Media Plan
- Social Media Research
- Social Media Campaign Development
- Strategic Alliances
- Campaign Estimates
- Training & Guidelines for Blogs, Facebook, Twitter, etc.
- Content Development
- Multi Media Marketing



### Why a PR firm when it comes to Social Media?

**Strategy** is crucial to success in communications and PR firms are experienced at developing strategic exposure for clients based upon business goals.

**Knowledge of news distribution** PR firms know how and when to use the newswires and/or web distribution services based on the newsworthiness of the topic and the target audiences.

**Proactive Communicators** PR firms know how to create news and conversation around key topics online that will be seen by both reporters and bloggers.

**Ethical Communications** Understanding that openness and transparency are important for genuine conversation; PR firms also know that ethical guidelines must be followed to avoid communication blunders.

**Crises communication** PR firms work proactively to protect the corporate brand and to provide reputation management during crises communications.

**Metrics** PR firms typically have invested in the media lists, distribution services and social media metrics tools needed to be effective in communications campaigns

### Why a PR 2.0 firm?

#### **Optimization**

PR 2.0 firms know how to optimize Web content for maximizing natural search results.

#### **KeyWords & Tagging**

PR 2.0 firms know how to optimize releases with keywords for search engines and to tag them for Technorati and RSS feeds – to influence media coverage and web visibility (pick-up by blogs and websites).

Knowing that reporters visit their client's website for background material for stories, PR 2.0 agencies assist clients in setting up online press kits or newsrooms.

PR 2.0 firms use this knowledge to place their news in a timely manner in Google search results to impact a reporter's story.

Understanding the power of multi-media press releases, PR 2.0 firms know the media services that effectively distribute video and audio content to consumers, clients, social networks and mobile users.



PR 2.0 agencies know when it is advantageous to utilize the social media press release (SMPR) format to deliver client news.

### Why Accolades Public Relations?

#### **Experienced PR Team**

Accolades has over 45 years of combined PR experience serving clients from diverse industries.

#### **Seasoned PR 2.0 Firm**

Accolades began integrating Web 2.0 practices into client PR campaigns back in 2008 and has continually expanded the knowledge and application of these practices since. Cynthia Baker is a co-founding member of Austin's Social Media Club and the firm has assisted with the organization of Interactive Austin in 2008 and 2009.

#### **A PR Agency with more to offer:**

##### **Technical Development**

The Accolades team handles the technical development of blogs and the integration of micro-sites (Facebook, Twitter, MySpace, etc.) and happy clients to prove our technical expertise and competence.

##### **Training**

We train our clients in the guidelines and approach to blogging.

We assist our clients in using the powerful Web 2.0 Word Press sites and integrated social media sites that we create for them.

We can advise clients in how to improve the traffic to their sites by interpreting Google Analytics.

We can guide clients in the growth of their blog's rankings by using Technorati and Alexa rankings.

##### **Leverage**

We guide clients in using their PR content in their social media and marketing efforts for increased efficiency.

##### **Access to a Partnership Network**

Accolades has developed business relations with a solid roster of Web 2.0 professional services and social media practitioners in Austin that is incomparable.