



2010

Publicity  
Services

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## Background

At Princeton Corporate Solutions our team consists of experienced consultants with strong backgrounds in Corporate Consulting, Publicity, Operational Development, Investor Relations, Management Consulting, and OTCBB Facilitation. While we provide numerous strategic services, our ability to work with clients to create strong Publicity campaigns separate us from the rest of the market. Our unique ability to use quality PR campaigns to effectively propel our clients through the Offering process is a primary reason why are clients our so successful before, during, and after their Public Offerings. Our Investor Relations and publicist contacts rival any other contacts portfolio in the industry as we make every effort to help the corporate client realize their dream of a strong public offering with stock price stabilization and steady growth. Our IR and PR element keeps the company in the public eye via newspapers, magazines and industry expert panels on TV and talk radio which in turn helps our investors to realize the type of returns that keep them coming back to us.

### We offer...

- ❖ We offer an extensive contact base and proprietary mass publicity marketing techniques
- ❖ One of the most affordable solutions available on the market with high yielding results
- ❖ A wealth of experience and proven track record in working with executives, business owners and shareholders
- ❖ A strong and knowledgeable management team
- ❖ Years of experience and numerous investment successes

### Our clients have seen sustainable results in the areas of:

- ❖ Increased market share
- ❖ Stronger Management Teams
- ❖ Access to industry insiders, advisors, and directors that can assist in overall growth and development
- ❖ Widespread publicity exposure
- ❖ Improved Operational Efficiency
- ❖ Stronger Asset Management Skills
- ❖ Improved Human Resource Assets
- ❖ Higher sales conversion rates growth



## Summary

While operational competency, market acceptance, and long-term viability are the cornerstone factors in the success of any pre-public venture with the goal of public success, it is also vital to understand that without the proper publicity the opportunity for successful public offerings are extremely limited. At Princeton Corporate Solutions we provide a detailed and succinct viral publicity service that is geared towards properly introducing companies to the market, and providing the type of public face that allows companies to successfully navigate the public offering process. Through our experience guiding companies through the tenuous and problematic public offering process we are well versed in the needs of companies that are in the pre-public stage and those companies who have recently completed the offering process. The service that we provide to our clients focuses on utilizing viral publicity concepts that extend beyond expensive "traditional" PR campaigns. Understanding the capital constraints that already exist with our clients, we seek to utilize viral PR campaigns to strengthen the perception of our clients so that during and after the offering process they are permanently embedded into the market consciousness thereby providing them the best opportunity to develop long-term alliances and

build the necessary notoriety to immediately begin implementing their businesses into the market in a highly competitive nature. Through our compact and effective services we

customize a powerful viral publicity campaign that is geared to yield results that can be experienced in

less than 12 hours from the initiation of the campaign. We are not focused on providing

cumbersome and expensive campaigns that are geared to slowly create a buzz,

we understand that our clients need an immediate injection of public awareness, and gear our campaigns

to do that through the use of the varied and effective PR concepts.

facebook

tumblr

twitter

YouTube



digg

LinkedIn

flickr™

WordPress



## Targeted Clients

The companies that we work with are in a variety of industries, but share many common traits that we find attractive. Based on the experience of our senior staff we are able to identify companies that have the best opportunities to achieve long-term success within their giving industries. We work with companies that have strong and socially responsible management teams, well defined operating strategies, the necessary strategic alliances to fulfill their core competencies, have achieved some level of market penetration, and are in advantageous market positions that present the company with the ability to take advantage of market opportunities that we define as potentially lucrative.

Those companies that meet these criteria and are interested in being placed in the proper position to achieve long-term success are encouraged to contact us for Publicity services. Through our experiences and successes we have shown that the utilization of a proper viral PR campaign is a cost-effective way to drastically increase the amount of positive exposure that a company needs to successfully navigate the public offering process. In addition our clients are provided with PR tools that can also be utilized after the IPO process and can be eventually combined with marketing tools to create a marketing plan that can be used to not only improve the public face of the company, but also its customer acquisition strategies.

The simple fact is that Princeton Corporate Solutions targets companies that are forward thinking and understand that while operational efficiency, capital assets, and management are all vital to the success of a public company (both before and after the Public Offering), the creation of a Public profile is key to both the ability to attract the investors necessary to fulfill a Public Offering and the ability for a company to remain sustainable for the long-term.



# Publicity Service Offerings

## Corporate Consulting

### Viral Publicity

- Article Submissions
- Press Release Submissions
- Podcasts
- Newsletters
- Video Promotions
- Search Engine Optimization

### Traditional Publicity

- Television
- Radio
- Newspapers, Magazines, Trade Journals



## Core Components of Viral Publicity

While Princeton Corporate Solutions understands that all of its clients must be analyzed and serviced from an individual standpoint, most clients that obtain our Publicity Services will be provided a Publicity Profile that contains a mix of the following Viral Publicity components:

### ❖ Article Submissions

Article Submissions are a great way to generate online publicity for companies and increase web traffic to the company's website. Through our service we allow the company owners the ability to save time by creating and submitting articles to thousands of sources and publishers. We schedule the submissions to coincide with major events within the company and focus on providing the type of structure necessary to allow this to be a highly effective publicity tool.

### ❖ Press Release Submission

As has been the case for decades, Press Releases are an effective tool to provide the public knowledge of major events occurring within the company, such as major deals, mergers, acquisitions, partnerships, etc. Through our experience and expertise we utilize the Internet to keep the company's name in the public consciousness by constantly releasing information about the company.

### ❖ Podcasts

Podcasts are very effective for companies that can benefit from providing free information to its targeted markets through digital media. For those clients that we see it effective, Princeton Corporate Solutions will create and publish these Podcasts in a manner that will increase positive exposure while endearing the company to its targeted markets, both of these results will be extremely beneficial as the company attempts to complete its IPO process and improve its marketability.

Article Submissions

Press Release Submissions

Podcasts

Newsletters

Video Promotions

Search Engine Optimization



#### ❖ Newsletters

We provide and publish company newsletters for our clients on a consistent basis and publish it on the company's website, and provide links on other sites that can be used to increase the exposure of these newsletters and hence improve the exposure of the company. While not all companies benefit from online newsletters, some find it as an easy way to connect with clients.

#### ❖ Video Promotions

For companies that can benefit from video exposure through the Internet, Princeton Corporate Solutions can provide video submission services that can be utilized on Internet Search Engines, within Social Media Networks, or on other Internet sources to provide a publicity benefit.

#### ❖ Search Engine Optimization

One of our core viral publicity components is the effective utilization of online search engines to improve the exposure of our clients. We understand that for many people the credibility of a company is based in the ability to research that company online. Utilizing that knowledge we seek to provide our clients with top notch SEO services before, during, and after their Public Offering.

While every company is different we seek to use the above components to sculpt out a Publicity campaign that is not only unique but also highly effective in improving the positive publicity that our clients receive.





# Traditional Publicity Services

While we at Princeton Corporate Solutions consider ourselves experts at Viral Publicity, we are also extremely well-versed in traditional Publicity Services for those clients that seek them. Primarily our expertise in traditional PR lies in the following areas:

## ❖ Television

Through the use of our high quality production team in combination with our effective Publicity assets we provide all-encompassing television-based Publicity services. The goal of our Television services is to provide our clients with the ability to create a high-contact campaign geared towards creating a public identity, not only for the company, but for the management team of the company. Our goal with television campaigns is to create a persona for the management team of them being the foremost experts in their field. The fact is through our research and experience we know that the key to effective publicity is giving the public a person that they can identify with or idolize as a “superstar” of their field, and that is exactly what we do for the management teams of our clients.

## ❖ Radio

While some may question the effectiveness of traditional radio as it relates to Publicity in an age of Satellite Radio and Internet Radio, we understand that, if used properly, traditional radio (with the use of the newer forms) can be a highly effective way of increasing exposure for our clients. With the use of industry experts and our Publicity team we are able to analyze the best uses of the radio for our clients and create a PR plan that can effectively improve the exposure for the companies we work with and their management teams.

## ❖ Newspapers, Magazines, and Trade Journals

While the world has definitely entered the technological age as it relates to news and public information, there is still a substantial place for Newspapers, Magazines, and Trade Journals. Our industry experts and consultants are well-versed in creating plans of action that can use these tools to drastically improve the notoriety of our clients. Considering that all of these mediums generally have a print and online face they are still highly useful ways of increasing exposure with not only the public, but also major players within the company’s own industry or those industries populated by its targeted markets. Understanding this it is our job to create a well defined plan of action that can be utilized to create a strong PR campaign for our clients using these mediums.

While some organizations underestimate the value of traditional PR tools to their clients, we understand that the most effective campaigns utilize all available resources to achieve the desired effect. We analyze all of our clients individually and then create a campaign for them that we believe will be the most effective utilizing all of the tools at our disposal.

# Advantages of Using Princeton Corporate Solutions

**Princeton Corporate Solutions** executes value added services that provides short term and sustainable long term benefits for its clients.

- ❖ In-depth knowledge and exposure of what's required to go public, acquire funding, or correctly brand a company
- ❖ Vast array of contacts and networking abilities
- ❖ Comprehensive solutions that simplify complicated processes
- ❖ Wide global reach
- ❖ Keen eye for detail avoiding costly mistakes
- ❖ Large spectrum of investment opportunities
- ❖ Transparent and open communication
- ❖ Flat rate package pricing with no hidden fees
- ❖ Undeniable and proven record of success



## Contact Princeton Corporate Solutions:

If your Company is interested in the Publicity Packages provided by Princeton Corporate Solutions, please don't hesitate to contact us.

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