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RELATIONS

BIANCHI PeRspectives

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Is PR the new SEO?

Online search technology has put customers firmly in control, enabling them to choose where they go for information before making purchases. In fact, today, online search is king. So for B2B marketers, **SEO - search engine optimization - is key** to making sure your information gets in front of your customers and prospects.

Although the SEO rules change almost daily, one thing is clear: there is nothing better than PR to **boost SEO organically**.

If you'd like to learn how good PR can **enhance your company's SEO**, read on. And if you'd like to learn how we used PR to "own" the first page of Google search results for some key search terms, give me a call.

Jim Bianchi, APR
President

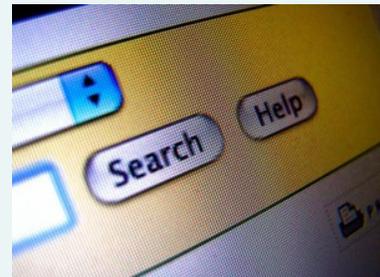
NEED A BOOST? HOW PR CAN BENEFIT YOUR SEO

Where your company or brand shows up via online **search engine results has never been more important**.

With nearly every company offering accessibility and outreach via its website and social media accounts - and with the majority of people searching for contacts, services and products online - the competition to stand out from the online crowd is tougher than ever. This applies to **business-to-business marketers**, too.

According to Forrester, **74 percent of business buyers do online research** before making an offline purchase.

Visit this link to read more: <http://bit.ly/2ag1TBE>



BPR HEADS TO TRAVERSE CITY

For the 24th consecutive year, **Bianchi PR** will travel to Traverse City, Mich. next week to support clients at the annual **CAR Management Briefing Seminars**, the North American auto industry's preeminent conference, running **Aug. 1-4**.

CAR
CENTER FOR AUTOMOTIVE RESEARCH

CLIENT CONGRATS

Earlier this month, the first payment for the **Gilda's Club Metro Detroit "Burn the Mortgage"** campaign, lead by **Cooper Standard's** North American President Bill Pumphrey, was made.

Now half-way to its goal, the campaign is working to eliminate the burden of the mortgage on the clubhouse where Gilda's Club hosts their many free programs. **Bianchi PR** is honored to assist in promoting this event and great cause.



MEET THE MEDIA

Have you checked out the "Meet the Media" feature on our blog? Each month, we profile a few key journalists that cover our clientele.

Here are some of the latest posts:

- [Karen Dybis, Metro Detroit freelance writer and author](http://bit.ly/28N2Zdb) <http://bit.ly/28N2Zdb>
- [Dave Kunz, Eyewitness News automotive specialist at KABC-TV](http://bit.ly/29jQ7Ma) <http://bit.ly/29jQ7Ma>
- [Jerry Hirsch, editor at Trucks.com](http://bit.ly/29JRTp3) <http://bit.ly/29JRTp3>

RUNNING FOR A CAUSE



Jim Bianchi is running the Brooksie Way Half Marathon on Sept. 25 in Rochester, Mich. in honor of Ermias, his 4-year-old friend from Seattle and one of 30,000 children across the United States who have EB - Epidermolysis Bullosa - a debilitating disorder of connective tissue which causes painful skin blisters after any kind of friction.

If you would like to help sponsor his 13.1 mile run to raise funds for the EBRP non-profit, please visit:

<https://www.crowdrise.com/jims-half-marathon-run-for-ermias-and-eb>.

OUR PRGN TEAMMATE IN GERMANY

Industrie-Contact

Led by CEO and Co-Owner, Uwe Schmidt

Industrie-Contact is a Hamburg, Germany-based full-service public relations and marketing company with 26 years of experience. Some of its clients include: Zumba Fitness, LLC; BSN Medical; Trex; and Jujo Thermal Kattua.



Part of the Public Relations Global Network, Industrie-Contact is also a member of the German Association of Journalists and the German Public Relations Society, the largest German PR professional association.

The firm's expertise includes technology, business-to-business, professional services, food and beverage, and health and medical. Industrie-Contact offers a wide range of services which include media relations, digital and SEO, marketing and graphic design, among others.

For more information how you can tap our PRGN partners around the world, contact Jim Bianchi at jbianchi@bianchipr.com.

STAY CONNECTED

