

# Get the Customers you Want & the Talent you Need!

Is your product 'nice' to have or is it a 'must have?'

Do you need to get the problems you solve in front of the right people?

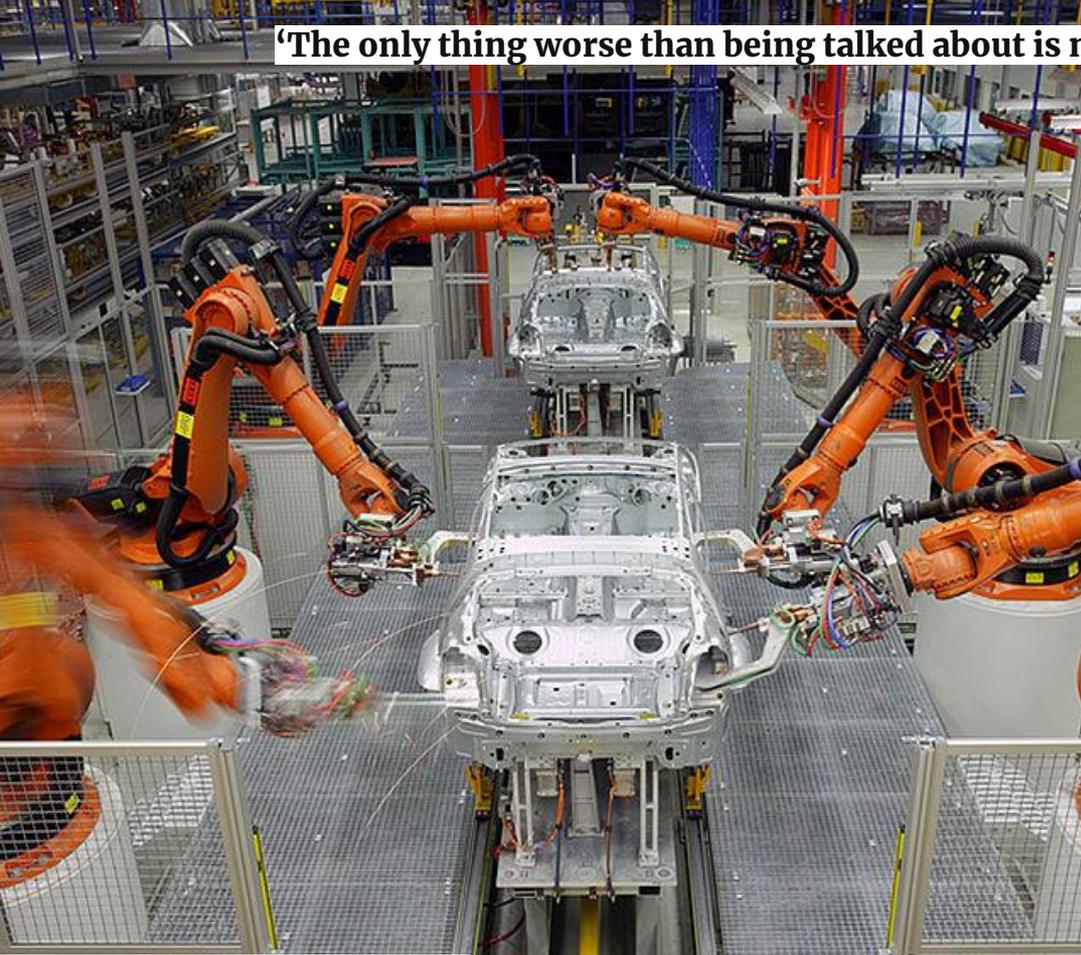
Can anyone find you when they need you?

Do you attract the wrong talent to *your* culture?

**Then Digital PR is for you!**



**'The only thing worse than being talked about is not being talked about.'** -Oscar Wilde



Needs change. The problem you solve today may not exist tomorrow.

You anticipate upcoming problems and grind out new solutions.

Yet the people who need your solutions the most don't know you exist.

You lose business and talent every day when you're anonymous, even when you're the best in your industry.

**PREVENT THE LOSS OF  
BUSINESS & TALENT**

**AGS** CO.  
AUTOMOTIVE SOLUTIONS®

Leading by *DESIGN*



aradatum



**'Advertising is saying you are good. PR is getting someone else to say you're good.'** -Jean Louis-Gassée

Digital Public Relations gets your solutions in front of the people whose problems you solve through the news media.

**WIN BUSINESS,  
ATTRACT TALENT**

Digital PR identifies reporters and media personalities who talk about what's happening in your industry.

They and their followers *want* to hear about your new products, changes in leadership and upcoming events.

It keeps them employed and gives you credibility that you cannot buy with an ad or sending press releases to nobody in particular.



**DAILY  NEWS**



**The Detroit News**

**'PR agencies not offering [Google optimization] services are going to fall behind.'** – Ian McKee, *Econsultancy.com*

Do you want customers to submit orders online? Do you need to fill open positions?

Use the same words on your website that you say in the real world and in the news media. Your choice of words naturally attracts customers and talent who share your values.

The end up finding *your* solution on Google as opposed to *a* solution on Google.

It's much more effective than paid press releases, advertising or finding job candidates on Indeed.com.

Digital PR demands accountability. Are customers submitting more of the right type of orders? Are qualified candidates downloading your job applications?

If not, recalibrate and readjust. It's a process.



The result of your investment into your reputation?

**GREAT CUSTOMERS &  
TALENT FIND YOU!**



**FOX**  
BUSINESS

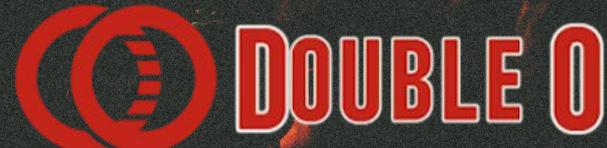
THE WALL STREET JOURNAL. **Forbes**

**“Dave is a consummate professional and is extremely good at what he does. He knows the PR world inside and out. Plus he's just a great guy and fantastic to work with.” -Jim Vinoski, Forbes manufacturing columnist**

**“DYS Media takes the time to understand exactly what you want to accomplish. Dave and his team then tailor the best Public Relations message for your situation! DYS goes above and beyond to make sure you are happy with the results! Highly Recommend!” -Eric Forrester, Qualcomm**

**“Enough cannot be said about the investment of media relations and consulting with an expert. I consulted with Dave on several occasions and you do not get a cookie cutter media plan. The architect is designed to fit your business and your industry. Highly recommended - this will be an asset that will pay you dividends in unexacting ways.” -Joe Rivet, health care attorney**

**“I would highly recommend DYS media to anyone. Dave and his team are very easy to work with, and very professional. They went above and beyond for us. Dave was always available for questions and walked beside us through our media needs.” -Erik Alm, nonprofit administrator**



**Get Started Today!**



***Public Relations***

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