



RCM Associates Marketing Communications & Public Relations

Leveraging a Magazine Article

RCM Associates was contracted by a national manufacturer and asked to research opportunities to gain exposure in a major trade publication. The manufacturer made hand tools and related products for creating faux finishes on walls. (Faux finish uses paint and tools other than paint brushes to replicate the look of materials such as marble and wood.)

First. We called the editor of the magazine and learned that an upcoming issue would feature the topics. We contracted to write a 1,200 word article accompanied by six photographs of the process.

Second. We found an available interior wall. Hired a photographer and a painter skilled at faux finishes.

Third. Over two days we watched the painter create the faux finish as we transcribed the process. We wrote the article and sent it and the photographs to the editor.

Fourth. When the article was published *without revisions*, it strengthened the relationship between the manufacturer and the leading trade publication.

Fifth. The manufacturer used reprints of the article in its marketing and on its web site.

Sixth. We took bullet points from the article and copies of the photographs and wrote and produced a 60-second movie for the painter. That was converted to a DVD for marketing.

Lesson Learned. With any project, first plan on how to leverage each tactic for maximum exposure and benefits to all the involved parties. In this case, a one time article developed a long "shelf life" and benefited a number of clients.