



Manufacturing Media Blitz Allows Manufacturers to Test the PR Process

TR Cutler, Inc., September 07, 2005

URL: <http://www.pr9.net/business/marketing/2446september.html>

PR Process Allows Manufacturers to utilize the Manufacturing Media Blitz

PR9.NET September 07, 2005 - TR Cutler, Inc.,(www.trcutlerinc.com), based in Ft. Lauderdale, Florida is the only PR firm specializing in public relations for manufacturers. In the August 5th issue of IndustrialLeaders.com, Cutler discusses trends in Manufacturing PR and the development of the Manufacturing Media Blitz™ that consists of a 90-day campaign to drive traffic to a client's website and increase product and company awareness.

According to Thomas R. Cutler, President of the company, "This program will allow manufacturers to tip toe into PR and see measurable results. Any manufacturer with a lean manufacturing or Six Sigma orientation knows if you can't measure it....it doesn't exist."

IndustrialLeaders.com has quickly become one of the leading Manufacturing Marketing Resources in North America. Cutler became a contributing editor for the online monthly resource in March 2005. The feature article can be located at www.trcutlerinc.com or at <http://www.industrialleaders.com/articles05/08news01.html>.

Cutler's team includes Dean Schmidt the new Vice President of the TR Cutler, Inc., PR Advantage Affinity Program and will work with manufacturers and manufacturing associations to determine what is newsworthy and merits media coverage. Schmidt brings operations expertise to the team and will establish measurable impacts and metrics for manufacturing clients.

Cutler noted that all short-term Manufacturing Media Blitz assignments have converted to long-term clients once they can see the measurable impacts of the program.

Contact TR Cutler at 888-902-0300 or visit www.trcutlerinc.com.

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About TR Cutler, Inc.

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