

## **Case Study #5: Smaller PR Campaign**

### **Handling a smaller PR campaign—Case Study #5 Robinson Rubber**

This is a small rubber component manufacture that has a very small media and PR budget. Working on a shoestring, I generated over \$20K worth of PR placements in six months. This has helped their SEO so much, that the president can actually track new orders back to website visits generated by PR. Currently working on white papers and new landing pages in addition to expanding PR activities.