

**DO YOU FEEL LIKE YOU ARE MISSING
AN IMPORTANT PIECE
OF THE MARKETING PUZZLE?**



**PROVIDING INTEGRATED MARKETING SOLUTIONS
SO YOU CAN FOCUS ON THE BIG PICTURE**



WHY PRMG?

OUR COMPANY:

Founded in 2002 by John C. Zaher, The Public Relations and Marketing Group (PRMG) is a full-service public relations and marketing firm based in New York. Since its inception, PRMG has provided services for businesses, professionals, restaurants, retailers, tourist attractions, non-profit organizations and government entities. The firm helps its clients build a loyal customer base through effective and quality marketing strategies and techniques.

INTEGRATED SERVICES:

Whether through a single service or a full range of comprehensive services, PRMG has developed the tools needed to successfully meet our clients' marketing needs. Some businesses choose to work with us for one project such as a website redesign, a direct mail piece or the setup of social media pages, while others keep us on retainer to take advantage of a more integrated and ongoing marketing strategy that includes such services as public relations, advertising, blogging, monthly e-newsletters and social media management. PRMG will gauge which efforts are appropriate for your firm's goals and budget to help you maximize the effectiveness of your marketing efforts.

DEDICATED TO THE SUCCESS OF YOUR BUSINESS:

PRMG provides a full evaluation of your business' current marketing strategies and develops a customized marketing plan that matches your needs, budget, and target audiences. PRMG's veteran staff includes experienced professionals in public relations, marketing, web development, graphic design and video production, enabling clients to rely on one firm for all of their marketing needs.

By using PRMG's various services, business owners can focus on serving their current customer base, while still attracting new business and constantly building their reputation in the community. In the process, PRMG often develops personal relationships with business owners and is committed to each one's individual success.

"Our website is not only professional, but has really helped to increase visitors to our park and interest in our special programs. The site, along with our targeted marketing efforts from the information collected from visitors, is having more impact than any other marketing effort we have undertaken in our 41 years of operation."

Diane Novak
President, Long Island Game Farm

"John is excellent at implementation and execution of marketing plans and ideas. PRMG is 'quick on the draw' when timing is of the essence. John's long-term approach is what separates him and his company from other agencies."

James P. McPeak
Owner, McPeak's Assisted Living



BRANDING

- Brand Research and Development
- Logos and Signage
- Collateral Marketing Materials

MARKETING

- Marketing Plans
- Web Marketing
- Advertising
- Direct Mail
- Email Marketing
- Event Management
- CRM Development and Prospect Marketing

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AQUARIUS
AQUARIUS LIMOUSINES

Aquarius Limousines is one of Long Island's premier luxury sedan and SUV services.

We specialize in providing ground transportation for business, family, and group occasions, and their families in the New York and Long Island areas.

Aquarius is a corporate car service that has earned a reputation as one of the best in the world. Our selective client base speaks the best and that is what we have achieved for over 23 years.

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GERSHAW
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www.gershaw.com

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LONG ISLAND GAME FARM
wildlife park & children's zoo

Map & Daily Schedule

Off-Season Daily Schedule

Daily Schedule:

- All shows are featured at that animal's exhibit
- 10 am: South American Kudu's Feeding
- 10:30 am: Ring-Tailed Lemur Feeding
- 12 pm: Alligator Swamp Feeding
- 1:30 pm: Ring-Tailed Lemur Feeding
- 2 pm: South American Kudu's Feeding
- 3 pm: Cougar Feeding
- 4 pm: Alligator Swamp Feeding

Field Trips and Group Sales

JUNK CARS

855-GERSHAW

HELPING YOU PUT TOGETHER THE PIECES OF YOUR BUSINESS

ADVERTISING

- Media Buys
- Search Engine Advertising
- Television Advertising
- Radio Advertising
- Print Advertising
- Digital Advertising

WEB DEVELOPMENT & SEO

- Web Design
- E-Commerce Websites
- Blog Development
- Content Management Websites Including Drupal and WordPress
- Search Engine Optimization (SEO)
- Online Marketing

TV & VIDEO PRODUCTION

- Commercial Advertising
- Direct Marketing Videos
- Public Service Announcements
- Company Overviews and Biographies



PUT TOGETHER THE PIECES OF YOUR BUSINESS MARKETING PUZZLE.

PUBLIC RELATIONS

- Strategic Planning
- Media Relations and Publicity
- Press Conferences
- Special Events
- Community Relations
- Government Relations
- Crisis Management

SOCIAL MEDIA MANAGEMENT

- Custom Designs
- Content Development
- Developing Online Presence and Reach
- Event Marketing
- Social Media Advertising
- Social Media Monitoring and Reputation Management





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