



## **Executive of the Month: Ron Gold of Marketing Works: Evolving with the business climate**

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Marketing and public relations professional Ron Gold has a solid history of representing entrepreneurs, small to mid-sized businesses, as well as large companies in New York City, Long Island and across the nation. As president and CEO of Marketing Works, a boutique public relations and marketing firm, Gold has certainly stood out among the mega PR firms largely due to his personalized service and hands on commitment to his clients.

Over the past 10 years, Gold has guided Marketing Works through a tough economic climate. His strong business connections and up-to-date focus on working with the latest technology has allowed Marketing Works to connect its clients to reporters within minutes of them seeking sources-resulting in major press coverage for Marketing Works' clients in national trade magazines, journals and other media hot spots.

"The key has been to provide a diverse, comprehensive, and unique list of professional services for prices that business owners can afford," Gold said.

Marketing Works has worked diligently through the tough economy coming out as a growing firm, Gold said. "By strategically combining key marketing elements with public relations efforts, we create campaigns that get your company noticed," he said. "Our experts work with clients to develop a clear marketing plan that fits the needs of their organization."

Marketing Works' professional team is also proficient at Internet marketing. The firm remains in current blogs, Facebook, and Twitter accounts for its clients.

Gold continues to reinforce his longtime connections while seeking to make new partnerships in order to better service his clients. The firm has partnered with experts in the areas of social media and graphic design and videos to bring its clients to the forefront of today's business headlines.

Most recently, Marketing Works formed an alliance with Vibrant Creative, a full-service brand marketing, web and design facility in New York City, to combine their expertise in the ever-changing non-profit industry.

"Marketing Works has been involved with the nonprofit industry for several years representing Lifespire, ACDS and Institute for Community Living providing them with the much needed representation in such a unique marketplace," Gold said. "Our partnership with Vibrant Creative has given these clients, as well as our future clients, the latest tools and outlets in helping to deliver their message."

Vibrant Creative specializes in helping organizations that serve the special-needs communities. Vibrant has worked for 10 ARCS, including NYSARC, and over 15 organizations with similar missions.

"We are looking forward to working with Marketing Works to develop online and traditional marketing strategies," said Christopher Quereau, CEO and creative director of Vibrant Creative. "Those

strategies can include a mix of social media sites, e-communications, ongoing promotions and advertising, and ongoing site optimization."

Gold also has many years of not-for-profit work providing pro bono material for Huntington Breast Cancer Action Coalition, Long Island Advancement of Small Business, among others. He has also served on the board of directors of Suffolk County PAL. Additionally, the American Red Cross of Suffolk County honored Gold as Man of the Year.

Gold is a firm believer in good old-fashioned networking meetings and concentrates on creating new contacts to help his clients gain recognition. Marketing Work's unique approach to networking includes a weekly roundtable meeting at the Viana Hotel & Spa in Westbury, every Friday from 12 to 2:30 p.m. Marketing Works invites about a dozen business leaders from various industries on a rotating basis to the Roundtable providing opportunities for top CEO's and executives to develop working relationships. By participating in these informative, small group meetings participants often leave to create positive 1-on-1 associations.

As public relations professionals, Marketing Works is skilled in navigating all mediums to promote a story.

"We find that hook that will excite reporters-we're constantly looking for ways to generate publicity for our clients," Gold said.

The firm delivers its clients news to target markets that are constantly in search of today's top developments. Through its marketing campaigns, Marketing Works steadily build recognition for businesses.

"Our well-established relationships with representatives in the community, media sources, and public interest groups generate interest in our client's company and sparks media attention," Gold said. "We also offer our clients connections to more than 1,000 United States publications through our sophisticated software."

Marketing Works also seeks award opportunities that recognize its clients' achievements and milestones. We nominate and submit detailed applications that lead to our clients winning top awards and recognition.

"Among recent client honorees include Metis Group LLC, a full service accounting firm being named as one of The New York Enterprise Report top three finalists for the 2012 Accounting Firm of the Year; Edge Electronics president and CEO Adrienne Giannone was named a Top 50 Woman by Long Island Business News for three consecutive years; Tri-County Home Nursing Services president Linda Cunegin was named a Top 50 Woman by Long Island Business News; Maple Entertainment Center CEO Joe LaSpina was a 40 Under 40 Honoree, as was vice president of operations at Tri-County Home Nursing Services Giana Harrison," Gold said.

Gold is no stranger to the public relations and marketing scene. He has had a solid presence in the communications industry well before Marketing Works' 10-year milestone. He was general manager at WALK FM and B-103 where he helped make WALK Radio the #1 radio station on Long Island-a status the station maintains today. He was responsible for unveiling a brand new radio station, B-103, that is still the #1 "oldies station" on Long Island. After 25 years in the radio industry, Gold started an advertising agency with his wife called Advertising Works.

Marketing Works realizes how time, consistency and branding are all part of the public relations and marketing process.

"Creative press releases, company newsletters, logos, Web design, videos and corporate re-branding assure our clients' public image gets noticed," Gold said. "We stand by our clients

throughout this course and along with our creativity, steady focus and connections their message is heard."

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