



**Who's Who in Advertising, Marketing & PR Firms - GMG  
Public Relations, Inc.**

June 14, 2022 - Spotlights



Company Name: GMG Public Relations, Inc.

Founder: Risa Hoag

Leadership: Risa Hoag

Year Founded: 1991

Total # Employees: 8

Services Provided: Public Relations, Marketing, Advertising, Graphic Design, Social Media

If your firm had a “secret sauce,” what would the base be and why?

The base of our secret sauce is sweet cream butter—everyone loves butter and that’s what we find in everyone’s story—the sweet spot that leaves people wanting to know more. Everyone has a story to tell, the true secret is identifying what makes their story compelling and then telling that story in an engaging way—whether through public relations, advertising, or social media—to the ideal target audience.

In the last 12 months:

What recognition, honors or awards has your firm received?

Risa Hoag: Lillian Vernon Award for Community Service from the Women’s Enterprise Development Center

Risa Hoag: Distinguished Service Award from the County of Rockland for Community Service

Risa Hoag: Crain’s New York Business Notable in PR & Marketing

What project or campaign are you most proud of and why?

“In My Shoes” for BRIDGES which supports people with disabilities. The campaign has enabled hundreds of people to see what life is like in someone else’s shoes. It has helped open eyes, minds, and hearts to see not only how life is different, but what is possible.

Which marketing trends have been most successful for your clients?

We use a wide variety of marketing tools to enable our clients to reach their target audiences. There are two that seem to rise to the top each time – public relations; telling someone’s story in a way that results in a well-placed article or on-air interview, and targeted email marketing.

Pro Tips:

With an increased need for digital marketing and PR to connect to a brand’s overall marketing plan, what are some trends that are yielding a greater ROI for your clients?

The right tools for the right audience. People often want to use one tool that has previously been successful, or they want to use too many. The key is determining exactly what reaches potential clients and then implementing a consistent program. Don’t be trendy, find what works and be

consistent.

With the opportunities to build trust through face-to-face contact being replaced by virtual first impressions, what can firms do to ensure that their brand identity is strong and cohesive online? Consistency! Your brand must be online in more places that reach your target over and over. You want to hear “Wow, I see you everywhere!” Fine-tune your market and be relentless in telling your story with a consistent branding, color, imagery, and messaging. Be clear, be creative, be consistent.

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