

# FOR IMMEDIATE RELEASE

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## Pay-For-Performance PR Launched to Meet Market Demand

*Matrix Marketing Group Defines Program to Eliminate Publicity Risks, Guarantee Results*

DENVER AND FORT COLLINS, CO – November 12, 2004 – Matrix Marketing Group today announced the full rollout of its new Pay-for-Performance Public Relations program designed for small to mid-sized businesses.

Events earlier this year in Los Angeles (see below) and elsewhere have placed traditional annual-service public relations agreements and monthly retainers under the microscope. The result has been a marketplace asking for a new public relations model that includes performance-centric fees and monthly accountability statements in place of retainers. These same features are key elements in the Pay-for-Performance Program.

Matrix Marketing Group's Pay-for-Performance Public Relations Program includes the following principals:

- Newsworthy clients are best suited to the "Pay-for-Performance" program.
- Clients pay only for actual media placements.
- Media lists are predetermined.
- Programs begin with a minimum six month commitment and use an established escrow account to insure performance matches expectations.
- The client receives a monthly statement reflecting any charges against the account, with copies of the placement.
- A detailed price list provides pricing for successful placements as well as related writing and marketing services.

In January of this year, an investigative reporter for the *Los Angeles Times* noted that city watchdog officials in Los Angeles were examining hourly rates and billing practices of the PR agency giant Fleishman-Hillard. The result was a front page story in the *Times*, and the eventual loss of Fleishman-Hillard's \$3.6 million engagement with the city. What's more, Mayor Jim Hahn soon canceled all city contracts with other PR agencies. With accusations still flying, the bottom-line concern appears to have been accountability. Government officials acknowledged the need for positive PR, but simply could not match up the dollar spent with the dollar delivered. Some have called this LA flap the beginning of the end of the old retainer model in public relations.

Clients signing up for Matrix's new accountability PR program include everything from hefty mid-sized companies such as Wacom Technologies, the Vancouver, Washington-based firm with over three million worldwide users of its pen tablet computer technology, to smaller businesses such as the upscale Highlands WineSeller, located near Denver's Tech Center.

### About Matrix Marketing Group

Matrix Marketing Group is a sales and marketing firm that helps small to medium-sized companies with marketing, branding, and growth strategies. Our products and services leverage over 100+ years of combined experience to provide proven sales and marketing tools to meet specific budgets and help firms grow profitably. The company can be reached at 866-456-9100 Ext. 708, [press@matrixmarketinggroup.com](mailto:press@matrixmarketinggroup.com) or [www.matrixmarketinggroup.com](http://www.matrixmarketinggroup.com)