

Positioning clients as thought leaders

[Walsh College](#) is metro Detroit's only all-business school. It offers a full range of degrees that integrate application and theory to prepare serious students for successful careers.

Walsh gained significant awareness and market share through its creative and aggressive marketing campaign, "Live. Breathe. Business." It came to Eisbrenner PR for a public relations strategy that would position its president as a regional business thought leader and its faculty as credible sources.

Eisbrenner PR drew on its experience and existing media relationships to facilitate introductions, and provide targeted and personalized outreach. One such tactic included inviting 12 journalists to casual, one-on-one lunch meetings with the college's president. No story expected; this was intended for relationship development.

While learning about each journalist's interests, we encouraged them to leverage the knowledge and experience of Walsh's president and faculty for any upcoming stories. And when we had legitimate news to share, we contacted the appropriate journalist. With this strategy, we gained their trust.

The relationship between Walsh and the media has greatly improved. We regularly receive source requests that lead to coverage – like 14 media placements in seven months.