

Targeting Sector-Specific Media

Corporate PR

Case Study

Sometimes, when we first sit down with a prospective new client, we hear that they've tried PR before without success. Unfortunately, it's usually because they worked with a firm that didn't specialize in their industry, or their budget constricted them to using someone inexperienced. Whatever the reason, we feel their pain.

Such was the case with Chicago-based HSA Commercial Real Estate, one of the leading commercial real estate firms in the Midwest who wanted to promote its healthcare division, HSA PrimeCare.

HSA PrimeCare desperately needed two things: to get media exposure in healthcare publications and to elevate its profile with major health care providers.

Knowing exactly what to do, we accepted the challenge eagerly and quickly identified and contacted the media appropriate to the healthcare CEO audience. Next, we began targeting the media with timely articles that presented HSA PrimeCare as an integral part of a major healthcare provider's business plan.

By developing personal relationships with targeted media, Taylor Johnson was able to offer PrimeCare executives as expert resources and secure as much health care coverage in six months as the firm had in the two previous years.

Through Taylor Johnson, HSA PrimeCare has garnered placements in marquee healthcare publications such as Becker's ACS Review, Chicago Hospital News, Healthcare Real

Estate Insights and Healthcare Finance News.

We were also able to land PrimeCare key spots in The Chicago Sun-Times and The Daily Herald, as well as trade real estate publications such as the Illinois Real Estate Journal, Midwest Real Estate News, Bisnow Chicago, and Heartland Real Estate Business.

“The nature of the news cycle is moving faster than ever, but the Taylor Johnson team has the talent, energy, connections, and know-how to capture and capitalize on the media opportunities as quickly as they happen.”

**-- Brenton Schrader,
HSA Commercial Real Estate**

