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Wondering what the best way will be to promote your PR agency to a prospective client in the fashion of beauty sector? They might be interested in your marketing technique, seem genuinely interested in letting you promote their services in the future but want some kind of proof that you are as good as you say you are. Know what to do? Show them press clippings of your success stories, original press cuttings are very effective. Hand over a stash of Press Cuttings and they show how successful you are at representing clients and getting them noticed in the media.

Original Press Cuttings are the proof of the pudding, but they can also be hard to research. Itâ€™s unlikely youâ€™ll have time to scour through the pages of newspapers looking for feature articles but there is a solution thatâ€™ll deliver Press Cuttings straight into your hand. Professional media monitors can be used to supply the Press Cuttings and they provide a thorough and dedicated service to their clients.

How does it work?

Order press cuttings from a press clippings agency and the morning papers are read by real people who look for articles that are related to your business. Believe it or not the readers start work at 4am in the morning so they can send Press Cuttings as soon as possible. You can specify specific search criteria for the Press Cuttings so you only receive relevant clippings and not be bombarded by useless clips. When readers find Press Cuttings that refer to your organisation they will email the clippings straight through to a secure site, you are given your own user name and password and can access the cuttings straight away.

Itâ€™s fast, effective and Press Cutting can be used for positive promotion in the future as well as many other applications.

Who else uses press cuttings?

Itâ€™s not just PR agencies that can benefit from press clipping either because charities order Press Cuttings as well. The Press Cuttings can be used to show the good work of the organisation and this can be useful when looking for funding in the future.

Start-up companies use Press Cuttings for promotional purposes and legal firms also use press clippings to check for pre-trial publicity. A whole host of organisations can check Press Cuttings for libel and governments can also use them to look for slanderous accusations.

Whether you want to find Press Cuttings for positive purposes or need to know what negatives are being said about your business, media monitors will provide you with all the clippings you require.

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