

Integrity. Innovation. Impact.

## Case Study: The Nierenberg Group

**Situation Analysis:** Andrea Nierenberg was one of several talented corporate training and business development consultants. However, her media exposure was minimal. She wanted to be on a national stage in order to get more business and close more sales.

**Strategy & Implementation:** TC Public Relations developed a specialized and integrated marketing and public relations plan to achieve national, multifaceted media coverage for Nierenberg. We encouraged the creation of a newsletter and promotional materials, assisted in building her blog and further developed her website. Nierenberg also authored three books, and TC Public Relations facilitated production and management of the books' publicity.

**Results:** Nierenberg and her company received national media coverage in significant outlets such as The New York Times, The Wall Street Journal, USA Today, SmartMoney, Time-Warner's Fortune Business Report and Bloomberg Business television and radio. Her image was strengthened through this publicity and she was called a "networking success story" by the Wall Street Journal. Nierenberg's blog also received media attention and was promoted in New York City news outlets, and each of her books became bestsellers and "must-reads" in the business world.

"I am so thankful for you. All of our marketing successes come from you and your belief in our business and building up The Nierenberg Group name."

Andrea Nierenberg  
President, The Nierenberg Group



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The Nierenberg Group