

❖ **BE IN THE NEWS, INC.** is a public relations and marketing consultancy serving a wide array of industries and clients. Founded in 2004, Be In The News, Inc. has built strong client and business relationships through mutual trust, respect, communication, integrity and high standards of client service. Through our multi-level campaigns, clients have been rewarded with increased revenue, market share, visibility, brand awareness and traffic flow. Simply put, we utilize the best practices and strategic programs that produce results.

## ❖ SERVICES

- Advertising/Media Buying
- Analyst Relations
- Blogging
- Brochure & Collateral Development
- Community Relations
- Conference Promotion
- Corporate Events
- Email Marketing
- Event Planning & Promotions
- Graphic Design (Logos)
- Grass Roots/Guerilla Marketing
- Internet Marketing
  - Pay Per Click
  - Search Engine Optimization
  - Social Media Optimization
- Media Relations/News Bureau
- Media Monitoring / Ad Equivalency Analysis
- Media Tours
- Online Marketing Campaigns
- Podcasting
- Press Briefings
- Press Kit Development
- Product Launches
- Project Management
- Public Relations Writing
- Radio Promotions
- Speaker's Bureau
- Special Events
- Strategic Marketing & PR Plans
- Tradeshow Exhibition & Support

## ❖ PRINCIPAL: EMANUELA CARIOLAGIAN

A seasoned marketing and public relations consultant, project manager and event planner, Emanuela Cariolagian has a wide array of experience and has worked with agencies, organizations, start-ups, established businesses and high-profile Fortune 500 companies.

## ❖ INDUSTRIES

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| ➤ Architecture & Building       | ➤ Music Venues & Festivals          |
| ➤ Arts & Culture                | ➤ Non-Profit Organizations & Causes |
| ➤ Automotive                    | ➤ Restaurants & Cafes               |
| ➤ Beauty & Grooming             | ➤ Retail                            |
| ➤ Entertainment                 | ➤ Sports                            |
| ➤ Gourmet Foods                 | ➤ Social Networking / Dating        |
| ➤ Healthcare                    | ➤ Technology                        |
| ➤ Health & Fitness              | ➤ Toys                              |
| ➤ Interior Design & Furnishings | ➤ Travel & Tourism                  |
| ➤ International Relations       | ➤ Video Gaming                      |
| ➤ Marketing & Advertising       | ➤ Wine & Spirits                    |

## ❖ CONTACT

**Phone: 323.644.2111**  
**Email: Emanuela@beinthenews.com**  
**Website: www.beinthenews.com**