

Important Comparison Chart

The Difference Between Advertising, Publicity and the Doctors PRx Service Packages

Many believe "Advertising & Publicity" refer one and the same thing. However, there are a number of differences between advertising, publicity, digital marketing and the services we provide! Please review and understand this difference as it will have a substantial impact on your ability to close sales.

ADVERTISING		PUBLIC RELATIONS/PUBLICITY		DIGITAL MARKETING		OUR DOCTORS PRx SERVICES	
Q: What is it?	It is what the company "says" about its product.	Q: What is it?	It is what others say about the product. Free Exposure.	Q: What is it?	It is what the company "says" about its product or service online.	Q: What is it?	A mix a Full-Service PR Agency, +Online PR, a proprietary mix of powerful Social/Digital/SEO/GEO/BLOG Floating Landing Pages that gets such great results we Guarantee it in writing.
Cost involved Often \$10,000+ a month. Very expensive marketing tool without providing credibility - No guarantee of ANY results.		Cost involved (Often Very High PR Agency Fees+ substantial monthly upcharges)		Cost involved Usually requires an IT expert + ongoing cost or fee to manage daily		Cost involved Special Promotion Rates 60% below Normal rate to Invited Practitioners only. LOW Monthly Fees. Services Guaranteed. Written Guarantee of results of next month is free.	
Repetition: Multiple X Mthly		Repetition: Monthly		Repetition: Monthly		Repetition: Monthly	
Provided By Ad Agency that charges creative fees + make an override on all ads placed.		Provided By Agency and its representative Substantial Client Involvement		Provided By Third Parties/added fees		Provided By A vast team of DRPRx Experts in all areas required. Except we do not show up for your media interviews.	
PROS: The paid activity of generating advertisements of events, persons, products & services to commercialize them is known as Advertising. This is extremely expensive, takes an expensive creative team to write good ads that produce any results, Placement could include expensive newspaper/magazine and other print advertising; television & radio commercials; and may also include expensive Pay Per Click, Google AdWords, Blog Article writers, and beyond.i		PROS: Activity of providing information about: a product, a service, an individual or company / entity as "news" making credible, popular and appealing is known as Publicity or Public Relations. Is very effective as it adds 3rd party validation, credibility and apparent public endorsement. PR provides more value as it creates massive exposure and apparent endorsement by the credibility of the publication or network.		PROS: The activity of providing Advertising of a product, a service, individual or company online using digital channels to reach consumers is known as Digital Marketing. (News Blogs, Social Media and Floating Landing Pages are the publicity side of digital marketing. Requires a good full-time IT team to get any good results.		PROS: Key differentials separate our client's far and above from all others. even with our extra staff, cost and effort, we charge less than half the cost of a single newspaper ad or publicity services alone. DR PRx services include all of the components of a full, highly-ranked PR Agency; such as live interviews on television/radio talk shows, you/your practice featured in Newspaper/Magazine feature stories, Ongoing Social/Digital/ GEO/SEO; Floating Landing Pgs Online. (Note: Our normal charge for 1 custom floating landing page for a client is over \$2,000 Mo. Included in full package/optimized/updated monthly at no charge) Google Analytics; Digital marketing, etc. Tremendous 3rd party endorsement advantages. Full monthly detailed reports provided before next months' payment is due.	
Comparisons of Advertising is: Advertising does not even come close to producing the results we provide and the cost to do the equivalent would run well over \$10,000+++ a month.		Comparisons of a decent but not great PR firm: Ave. mthly fee for the most basic PR Services from even a local agency is \$5,000 to \$10,000+ a month+ substantial upcharges and added fees.		Comparisons of a decent but not great Digital firm: Similar services average between \$800 and \$2,000 a month.		Comparisons: Potential Good Clients not understanding the value of our services and allowing their competitor to grab it before they have time to figure that out. Therefore, it is their direct competition coming up in the news, media, and online all over their local market.	

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