

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

Welcome to our new client:

LCI is happy to welcome
a major player in the
sharing economy to our
client list.

LCI in Pictures



[The San Francisco Business Times](#) once again ranked **LCI** as one of San Francisco's top businesses and included us in their prestigious annual Book of Lists.

To Vlog or Not to Vlog: *Let's Answer That Question*

By **Brianne Murphy Miller**

So you think you want to incorporate more video into your created content plan? That's a great idea. Video content is shared and re-purposed at a greater rate online than others.



Who doesn't want a little more bang for their buck?

Here are a few helpful tips:

- **Have something relevant to say.** Think first about your goals. What story do you want to tell (and to whom?). And what call-to-action do you want to accomplish? Engagement is also key. Unless you express an opinion or reveal interesting facts, you're not going anywhere but your own YouTube channel.
- **Be enthusiastic.** Sell it!
- **Borrow tips and techniques.** Look around and find your favorite vlogs. Why do you like them? Content? Infectious enthusiasm? Quick fact hits? Incorporate those strategies, because others will like them too.
- **Offer a step-by-step solution.** Making it clear what you're offering will help direct eyeballs to your vlog.

Need an example? Take a look at our own **David Landis**, who offers "**7 Tips For A Client Service Firm**" on the LCI Blog:



Client [Global Alzheimer's Platform Foundation's Site Optimization Conference](#) in Las Vegas brought together the brightest minds in Alzheimer's research. And some LCI staffers (like **Brianne Murphy Miller**, pictured above). And Elvis.



David Landis vlogs about client service, inside and outside of the PR and Marketing sphere.

Welcome to our New PRGN Partners

As a proud member of [Public Relations Global Network](#), LCI is pleased to welcome three new agencies to the network:



Mexico, Colombia, Panama - [Another Company](#) is a top independent PR and communications agency in Mexico with offices in Colombia and Panama.



Malaysia - [Perspective Strategies](#) is a full-fledged strategic communications and issues management firm in Malaysia with services in public affairs, brand communications and stakeholder engagement.



Brazil - Established in 2002, [SMARTPR](#) is a leading independent PR firm in



What's New with Giant Step Digital?



Follow LCI's digital division **Giant Step Digital** on Twitter for all the latest tips to make your brand stand out in the digital world.

[@GiantStepD](#)

Brazil with a proven track record of assisting clients by developing long-term relationships with stakeholders, such as journalists, influencers, business-to-business communities, employees and consumers.

LCI Awards:



#1 Social Media Agency in the U.S.



US' Best Small PR Agency
US' Best Healthcare PR Agency
2016 Video Award



Social Media Award
Breaking News Award



Let's get social. Follow, like and engage with LCI!



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