

FortyThree PR Introduces New Service for Consumer Technology Companies

Written by Australian Business

(PRLEAP.COM) Santa Cruz, Calif. – April 23, 2013 – [FortyThree PR](#) , a [consumer technology PR agency](#)

based in Silicon Valley, today announced its Ricochet public relations service, a blend of traditional PR practices combined with social web and new media strategies that create authentic and relevant campaigns designed to reach consumer technology customers where they live, work and play.

FortyThree PR's [Ricochet public relations service](#) is specifically tailored for today's consumer technology enthusiast who is hyper-connected and distracted by a dizzying array of games, entertainment and other content. Also vying for their attention are over 3,000 marketing messages accosting each of us daily, according to the Economist. Not surprisingly 65 percent of those surveyed feel "constantly bombarded" by ads.

To cut through the cacophony, the Ricochet public relations service relies on trusted relationships that FortyThree PR has with media, celebrities and bloggers to deliver relevant and genuine messages to prospective customers. Today, 92 percent of consumers trust recommendations from earned media – such as social media and blogs – more than any other source, according to a recent Nielsen study.

"There is simply not enough time in the day for us to do everything we'd like to do," said Gary Byrd, president and co-founder of FortyThree PR. "So we narrow our choices based on recommendations from those we trust and that's where our Ricochet service excels."

Ironically, even in this hyper noisy environment consumers still say they want a more immersive experience with their favorite brands. Ricochet helps brands better personalize their messages with an integrate approach using the media, Facebook, Twitter, celebrities, blogger beta programs, etc.

About FortyThree PR
FortyThree PR is a full-service consumer technology public relations firm based in Silicon Valley comprised of public relations veterans, online marketing pros and former top-tier journalists. FortyThree PR delivers relevant and authentic consumer public relations strategies necessary to succeed in today's market. For more information visit www.43pr.com or call 831.401.3175.

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