



**Sk Helsel**  
& ASSOCIATES

Connecting Clients with Ideas, People, Media and Money

## 7 Benefits of "Ethnographic PR"

### "ETHNOGRAPHIC PR"



**Ethnographic research provides powerful ways to**

**solve the toughest business problems. A public relations and integrated marketing campaign based on ethnographic research is more than the collection of events and details for your marketing and news releases. Instead, it provides access to layers of meaning, cultural understanding of themes and concepts, or the "webs of meaning" that lace together your business ecosystem.**

**The top 7 benefits of "Ethnographic PR" are:**

- 1) Authentic branding and messaging that truly represent your business;
- 2) Illuminated and deep understanding of your business ecosystem;
- 3) Strategic insight to guide the formulation of your communication campaign's goals, objectives and evaluative criteria;
- 4) "Quality Content" from which to craft and tell your "story" and communicate your business value. This is especially important today since "quality content" is valued for SEO placement in Google's new algorithm;
- 5) Accurate understanding of your business culture and context; You will be better able to sense the market and identify the emerging signals and what is going to matter to the end user;
- 6) The understanding of how to build enhanced Relationships with your respective and targeted publics/markets. Relationships and social capital are even more important than ever in today's global arena.
- 7) Media relations that result in more placements and articles placed in your targeted publications.

**Call me at 858-752-1212 or email to set up a free 30-minute consultation if you are interested in learning more about "Ethnographic PR" and how to practice in your business.**

#### Updates:

**Mexico's Economic Reforms in Science and Engineering to have \$35 Trillion Effect Over Next Ten Years**



**Stay tuned for updates on a Marketing Pilot Test Project I'm conducting for the Nogales Foreign Trade Zone 60 and Nogales Community Development.**



**Attend the upcoming Inside3DPrinting.com Conference in NYC. Say 'hello' at my 4/17 session "Education and 3DP: Emerging Curriculum Models."**

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#### **Strategic Communication Defined:**

Strategic communications is the critical thinking and vision required to inform and persuade an organization's stakeholders to act in a desired way in order to implement business goals. Communications must be managed strategically, targeted carefully and integrated seamlessly. Strategic communication depends on the systematic research, analysis, and insight prior to the execution of tactics, and a thorough evaluation and measurement of the results.

Source:  
Columbia University

## IS 'ETHNOGRAPIC PR' SUCCESSFUL IN THE REAL WORLD?

See the following media placements that used an ethnographic approach in the design and delivery of a strategic communications campaign I conducted for the Greater Nogales Port Authority Board in partnership with my Southwest Border Expert (and former student) Dr. Angie Donelson. We also had a committed advisory board of local experts to guide the content and understandings.

Editorial Arizona Republic, September 29: 'Port of the Future' will grow Arizona's economy;

Nogales International, August 1: Port authority cites increased volume, value of port trade;

Arizona Daily Star, August 4: Dirt flying in Nogales ahead of port's opening;

Arizona Daily Star, August 9: Expansion of Nogales port should ease border wait times;

Arizona Business Magazine, August 20, Trade through Nogales could hit \$35 billion in 2014;

Arizona Public Media, October 15, Renovated Mariposa Port of Entry Reopens in Nogales;

Arizona Daily Star, October 16, Expanded Nogales port set to expand border trade;

Arizona Republic, San Antonio Express-News, Houston Chronicle, and Mohave Valley Daily News, October 17- 19, Nogales entry expansion could bring more trade;

Nogales International, October 21, Look south as we work to spur growth, Editorial by Fred Duvall;

Dos Naciones (Maquiladora publication in Nogales) - July 29: (Edicion 252)Nogales "Lo hace Bien" Agentes Aduanales Confiables y Comercio

Fruitnet.com, Aug 1: Steep rise in Nogales truck volume: Infrastructure investments mean traffic is projected to grow at an even faster rate over the next decade;

Bunker Ports News Worldwide, Aug 1: Nogales Port Authority Board Reports Substantial Increase in Trade and Truck Traffic;

The Packer, August 5,

Trade through Mariposa crossing continues to increase;

Hellenic Shipping News Worldwide, August 11:

Expansion of Nogales port should ease border wait times;

Arizona Builder's Exchange, August 24: Trade Through Nogales Could Exceed \$35B In 2014;

And Now UKnow produce industry news/August 26: T

Picor Connect/Trends in Commercial Real Estateblog, September 10: Commercial Warehouse Demand Ramps Up in Ambos Nogales Trade Corridor;

Produce Ops, October 16: Nogales port upgrades completed;

Dos Naciones (Maquiladora publication in Nogales) - October 14: (Edicion 257)"Puerto del Futuro" aumentará el crecimiento económico en Arizona (p. 5) and "Port of the Future"Will Increase Economic Growth in Arizona" (p. 11);

Dos Naciones (Maquiladora publication in Nogales) - October 14: (Edicion 257) Inauguran construcción de Garita "Mariposa" (p.4);

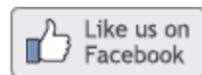
SEAGO Economic Development District - November - Congratulations to the Nogales Santa Cruz County Economic Development Foundation for successfully converting to the alternative site framework! Huge breakthrough for Santa Cruz County's global competitiveness;

Global Trade: The Magazine for US Companies Doing Business Globally - November 13: Arizona Foreign Trade Zone to Expand

Stay tuned for the next issue of my SK newsletter. I'll be giving you an update on strategic communications from the frontlines of our global economy.

Warm wishes for the Chinese New Year of the Ram!!

Sandra



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### The Need for Strategic Communications in Global Trade

J.P. Morgan and the Brookings Institute recently engaged in a [Global Cities Initiative](#) and released a series of reports designed grow global trade. A key issue revealed by those reports is the need to "Tell the Story," to cut through the noise, ESTABLISH A CLEAR MESSAGE, and create global communications between all audiences vital to the trade corridors and ports of entry.

SK Helsel & Associates is here to help you tell your story.