

## Fact Sheet

- Company: RGM Communications is a public relations and marketing communications firm for small and mid-sized businesses. The firm, founded in March 2007, offers **Business Communications for the Real World<sup>SM</sup>**, a practical and personal strategy that helps companies share their stories, advance tangible business goals and have a little fun, too.
- Specialties: RGM offers six business-to-business communications specialties.

### Six Ways to Share Your Story

<b>Media relations</b>	<p><b>"News is five to seven times more credible?!"</b> —Local, regional, national —Industry-wide trade media: Banking, financial, real estate, engineering, software, IT services and more</p>
<b>Industry analyst relations</b>	<p><b>"Whose opinion really counts? Theirs."</b> Strategies and programs for corporate executives to deliver substantive information to analysts via briefings, road shows, WebEx presentations, conferences and event meetings</p>
<b>Communities &amp; crisis</b>	<p><b>"Take care of your communities, or they WILL take care of you."</b> Strategic management of communities, key publics and influencers</p>
<b>Copywriting</b>	<p><b>"Writing? I'd rather wrestle an alligator."</b> —Mark Twain Whitepapers, news and feature articles, corporate communications</p>
<b>Marketing communications</b>	<p><b>"There is nothing worse than a brilliant image of a fuzzy concept."</b> —Ansel Adams Brochures, corporate identity, marketing materials, direct mail, Web sites, online newsletters and more</p>
<b>New media</b>	<p><b>"Cool dude ... say, what's a pod, man?"</b> Blogs, podcasts, video podcasts, wikis and more</p>

**Target Markets:** Small and mid-sized companies, business-to-business, with annual revenue of \$3 million to \$25 million, that need to grow their businesses, increase market presence and communicate effectively with employees, investors, customers, prospects, media and other key audiences.

**Differentiators:**

- B2B, professional services, technology
- Serving greater Dallas, including Collin, Rockwall and Kaufman counties with “Real World” approach for clients: budget, strategy, creativity, persistency and consistency and—above all —results

**Company Info:** RGM Communications taps the expertise and excellence of great communicators and artists when needed and has offices throughout the Metroplex. From Javalato’s in Preston Center to Starbucks in Murphy, Forney, Frisco and beyond, RGM’s office is here, there and everywhere. When settled and centered, RGM’s founder, president, bookkeeper and Chief Dachshund Officer is based in Wylie, Texas, located in east Collin County. He lives there his wife, three kids, two dachshunds and a bowl of near-extinct Sea Monkeys.

**President:** Roy G. Miller

**Date Founded:** March 2007

**Associations/  
Memberships:**

- Dallas/International Association of Business Communicators, [www.dallasiabc.com](http://www.dallasiabc.com)
- IABC, [www.iabc.com](http://www.iabc.com)
- CEO Network Partners, [www.ceonetworkpartners.com](http://www.ceonetworkpartners.com)

**Contact:** Roy G. Miller  
3402 Melvin Dr.  
Wylie, TX 75098  
(903) 422-5117  
[rmiller@rgmcomms.com](mailto:rmiller@rgmcomms.com)  
[www.rgmcomms.com](http://www.rgmcomms.com)

