



Est. 1998

KMR CASE STUDY

REPRESENTING DR. KALEROY PAPANTONIOU

Board-Certified Dermatologist

www.drpapantoniou.com



**Katherine M. Rothman
Founder and CEO**

CLIENT TESTIMONIALS

Dr. Kaleroy Papantoniou
Board-Certified Dermatologist
Long Island, New York



"They are incredibly well versed in the sub-specialty of dermatology and as a result, are able to create consistent and creative press releases. They have their finger on the pulse of what the media wants."

Dr.Kaleroy Papantoniou
Board-Certified Dermatologist
www.drpapantoniou.com

Working with KMR Communications was a great experience. The entire KMR team worked quickly and tirelessly to increase relevant media exposure. They are professional and work to meet your individual goals. In less than a year they secured 350 media placements for me. Some highlights include Webmd.com, Parade Magazine, Life & Style Magazine, Self.com, InStyle.com, Health.com, YahooBeauty.com, TeenVogue.com, Newsday.com, Glamour.com, Bustle.com. Cosmopolitan.com and numerous others.

They are incredibly well versed in the sub-specialty of dermatology and as a result, are able to create consistent and creative press releases. They have their finger on the pulse of what the media wants. In addition, my account received maximum personal attention not only from the experienced staff but also from KMR's CEO Katherine Rothman. I would highly recommend KMR for your public relations and media needs.

OVERVIEW

BACKGROUND

Dr. Kaleroy Papantoniou is a Board-Certified Dermatologist based on Long Island, New York. She had recently launched her website and wanted to get herself featured in the media so she can add press clippings onto her website in order to garner credibility with the public. She was interested in being featured on prominent websites and magazines.

She didn't have any celebrity clients and was not based in New York City.

KMR provided Dr. Kally with day-to-day media relations support, targeted traditional print media, bloggers; many of whom had a viable social media presence. In just 6 months of activity, KMR's efforts for Dr. Kally Papantoniou established her as a go-to resource for media seeking quick turnaround for their articles from a knowledgeable expert.

OBJECTIVE

- Have Dr. Papantoniou featured throughout all types of media including TV, Print and Online.
- Establish Dr. Papantoniou as a go-to expert in her field for media contacts working on stories relative to her specialty.
- Populate the clients' website with media clippings for further marketing of her dermatology practice in New York.

CAMPAIGN

STRATEGY & INITIATIVES

Strategic Outreach: KMR Communications began first by positioning Dr. Papantoniou as a media friendly expert who could comment on a vast array of skin related topics.

Content Creation: KMR crafted customized content articles featuring Dr. Papantoniou as the quoted expert offering insights and tips on skin health, anti-aging, creams and treatments, and more.

360° Media Relations: Pursue all forms of media including newspapers, magazines, broadcast, and Internet (Web sites, blogs, social media, etc).

Industry Profile Development: Industry trade publications were a key component of media outreach as these magazines are read by industry peers which elevated Dr. Papantoniou's persona as a media savvy dermatologist.

EXECUTION

KMR provided Dr. Papantoniou with day-to-day media relations support, targeted traditional print media, bloggers; many of whom had a viable social media presence. In just 6 months of activity, KMR's efforts for Dr. Papantoniou established her as a go-to resource for media seeking quick turnaround for their articles from a knowledgeable expert.

RESULTS

OVER 300 MEDIA PLACEMENTS SINCE THE START OF OUR CAMPAIGN

TOP PLACEMENTS INCLUDE:

Yahoo.com- 2,316,872,970 UVPM

- **22 Foods Dermatologists Say to Eat for Better Skin**

- <https://www.yahoo.com/news/22-foods-dermatologists-eat-better-215249788.html>

More.com - 545,196,300 UVPM

- **Natural Vs. Chemical Sunscreens: Is One Better for You?**

- <https://www.more.com/beauty/skincare/sunscreen/natural-vs-chemical-sunscreens-one-better-you>

Bustle - 16,349,302 UVPM

- **How to Prevent Premature Aging & Skin Damage With 8 Expert Routines**

- <https://www.bustle.com/articles/178404-how-to-prevent-premature-aging-skin-damage-with-8-expert-routines>

Cosmopolitan.com - 22,061,430 UVPM

- **6 Ways Sex Causes Acne and What to Do About It**

- <https://www.cosmopolitan.com/sex-love/a62251/sex-acne/>

Glamour.com - 4,124,910 UVPM

- **What Is a Brazilian Wax Like? What to Expect**

- <https://www.glamour.com/story/brazilian-bikini-wax-what-happens>

Instyle.com- 4,768,981 UVPM

- **Here's What You Need to Know About "Super Acne"**

- <http://www.instyle.com/beauty/skin/heres-what-you-need-know-about-super-acne>

Teenvogue.com- 3,469,830 UVPM

- **How to Get Rid of Acne: 20 Tips for Clear Skin**

- <https://www.teenvogue.com/story/how-to-treat-a-breakout>

Self.com 7,227,030 UVPM

- **Hugh Jackman Has Skin Cancer for the Fifth Time- Here Are 6 Things You Need to Know**

- <https://www.self.com/story/hugh-jackman-skin-cancer-tweet-facts-about-basal-cell-carcinoma>

Askmen.com 3,414,870 UVPM

- **Eye Creams For Men**

- <https://www.askmen.com/grooming/appearance/eye-creams-for-men.html>

CONTACT US



You have seen what we can accomplish, reach out to see what we can achieve for you. **Schedule Your Complimentary Consultation with our CEO, Katherine M. Rothman, today!**

[KMR Communications](#)

- www.kmrcommunications.com
- info@kmrcommunications.com
- (305) 771-2425