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**SANTY'S CEO PRESENTS AT PRSA WESTERN DISTRICT CONFERENCE**

*Dan Santy shared how content marketing should evolve your public relations strategy*

**Scottsdale, Ariz.** – On Saturday, March, 21st Santy President & CEO, Daniel Santy presented how content marketing should evolve your public relations strategy to an engaged audience of public relations professionals at the JW Marriott Los Angeles L.A. Live.

By providing attendees what NOT to do in their content marketing efforts, Dan provided a clear picture of how these PR professionals can improve their strategies. With a focus on publishing owned content on a consistent basis, brands can garner the awareness they are looking for.

The PRSA Western District Conference's theme was "Yes. Everything is PR," which was reflective of the transforming world of PR. From the disintegration of traditional media and the rise of social media marketing and analytics; from multi-layered communications strategies to cutting edge technologies; from Big Data to Big Brands; from the constant desire for new ideas for brand awareness to the ever-present need for reputation management.

For a full recap, download the presentation [here](#).

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**About Santy:**

Santy is a marketing communications agency offering branding, broadcast commercials and production, digital, social media, mobile, media planning/buying and public relations. Santy specializes in marketing to Gen X and Millennials for multi-unit retail chains, consumer packaged goods and healthcare clients.