



# Top Tech PR Firm, Macias PR, and Content Marketing Agency, Always on Content, Announce a Content Sharing Partnership

*Always On Content forms partnership with top NYC PR firm*

NEW YORK, NEW YORK, UNITED STATES, April 15, 2016 /EINPresswire.com/ --

The NYC top tech PR firm, [Macias PR](#), and content marketing agency, [Always On Content](#), have formed a content partnership that allows both agencies to leverage expertise, talent, resources and technology that will help businesses looking to grow their brand via the more influential news organizations or through a more strategic content marketing approach.

Under this partnership, Macias PR LLC, will serve as a strategic advisor for content creation, online marketing and content marketing, while Always On Content will provide the resources and technology for content generation.

Macias PR was named the 2015 top “PR Consultant Firm of the Year – USA” by Finance Monthly based on the firm’s strategy, media deliverables and innovation in PR. Macias PR was the only public relations firm in the USA to receive this international honor. Finance Monthly also recognized leaders from other industries, including Deloitte for Financial Advisory Firm of the Year, KPMG for Mergers & Acquisitions, and Novartis AG for Pharmaceutical Deal of the Year.

The NYC-based Macias PR has led media campaigns for clients in finance, tech, healthcare, political and the nonprofit sectors. It was founded in 2009 by Mark Macias - a former Executive Producer with NBC, Senior Producer with CBS in New York and current contributor for CNBC where he provides analysis on PR, branding and crisis advice to businesses and politicians in the news. Macias is also author of the business book, *Beat the Press: Your Guide to Managing the Media*, which has been featured on Fox Business, The New York Times, KCBS, KTVK, KPHO, New York Post and others.

[Always On Content provides](#) original content for businesses looking to increase their online presence. The content creator works with a team of freelance journalists and writers who are looking to supplement their income from journalism or other writing jobs, and leverage their skills for commercial value. This higher caliber of writer gives every Always On Content client a higher quality of content.

Content marketing is one of the fastest growing areas for business development. An effective content marketing campaign can increase a company’s online profile, drive leads from online stories and generate buzz around a product or service. Last year was the largest year of growth for this industry.

This new partnership allows Always On Content to deepen its editorial strategy by working with a proven and experienced PR firm that has secured prominent media placements for its clients with the most influential publications around the world, including the New York Times, The Financial Times, Good Morning America, The Today Show, Bloomberg News and CNBC.

Macias has an extensive background in leading editorial and generating original content for NBC and CBS. As the Executive Producer of Special Projects, Macias approved stories and media campaigns

that came out of the consumer, medical, health, tech and features units. This editorial experience of identifying trends and interesting content will help companies - small and large - that are looking to expand their online presence from content marketing.

This partnership also allows Macias PR to expand its services to current and prospective clients who are looking for content marketing in addition to their media exposure.

Both Always On Content and Macias PR have extensive experience running campaigns in B2B and B2C sectors.

Aydan  
Always On Content  
+1 646 770 0541  
email us here

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