



MEDIA ALERT

Jaymie Scotto & Associates (JSA) Adds New Media Reporting and Website Analyses Tools to Suite of Public Relations and Marketing Services

MIDDLEBROOK, VA – May 4, 2016– [Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the telecommunications and technology industries, announces today a key expansion of its tracking, reporting and analysis metrics. The enhancement of these tools will allow for better monitoring and optimizing of media mentions, advertising equivalency, key message impact, website traffic, social shares, share of voice over time (as compared to competitors), inbound lead generation and keyword and content management. This allows the company to better track the success of its campaigns holistically – from press release, to social media impact, to website visits, to blog readership and media pick-up and, finally, to sale.

“Each year JSA assesses its strategies, setting a new bar for ‘JSA Best Practices’ to ensure a continued gold-level standard for telecom and technology PR and marketing,” states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. “This progression ensures that we are growing alongside our clients, and utilizing the most cutting-edge tools on the market for tracking and improving campaigns.”

Interested parties who wish to know more about these new reporting and analysis tools can contact info@jaymiescotto.com.

To learn more about JSA, please visit www.jaymiescotto.com

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About JSA

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for the tech and telecom industries. Awarded ‘Most Outstanding Telecoms PR Agency’ by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available – with measurable return on investment.

Our clients enjoy 'insider access' to the top reporters, bloggers, analysts and thought leaders shaping tech and telecom – as well as critical networking opportunities, including JSA's own industry networking event, The [Telecom Exchange](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) and [Telecom News Now](#) (our industry blog). To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

Join the conversation: Follow JSA on [LinkedIn](#) and [Twitter](#).

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