



## **Baby Boomer and Millennial Team to Bring Unique Differentiator to Communications Mix**

*Patricia Green Group Partners with Misfit Interactive, LLC*

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When a Baby Boomer PR pro decided to team up with a millennial social media expert, the magic happened. That's because Patricia Green, founder of the Patricia Green Group, and Crystal Groves, owner of Misfit Interactive LLC, recognized that their collective strengths could go far to enhance media presence for their clients.

“Though I use social media, I am not as adept on all platforms as Crystal is,” shares Patricia. “I honed my PR skills during a time when cultivating media gatekeepers was the initial step before disseminating press releases. Social media has taken the process to a whole new level. Editors and reporters use social media, and research is where Crystal finds them and grabs their attention via Twitter, Facebook, Youtube, and Instagram, to name a few social media platforms that she uses. We also use Cision, an online paid for service that offers up-to-date listings of media and subject matter experts nationwide. I draft the press releases and Crystal places them through Cision, targeting traditional, niche, and social media,” Patricia concludes.

“While I am technologically and social media savvy, having the resource of Patricia's traditional PR experience and relationships, allows me to use that mentoring and foundational knowledge to really push my clients to the next level,” Crystal adds. “Our skill sets combined provide a superhuman agency approach to making sure what our clients experience is unlike any other,” Crystal finishes.

Today's communications experts have a much greater tool box from which to choose.

While content development is Patricia's expertise, content generation is Crystal's. Together, these savvy entrepreneurs are carving their unique differentiators in the crowded marketplace of communications professionals and offering their clients a measurable return on investments.

### About the Patricia Green Group

The Patricia Green Group, LLC, believes in the power of connectivity and, over the years, has built a network of influencers who heighten public awareness, understanding, and support for her clients' brands. Patricia was publicist to Dr. Donda West, mother of Kanye, organized trade missions to the UK, and is US Correspondent for Middle East Business News. She has received numerous awards and garnered recognition from President George W. Bush for international bridge-building. She writes articles pertinent to PR for magazines and journals, speaks at conferences, and is co-owner of Stone of Scone Farm, a 270 year old events venue in Littlestown, PA. To learn more, visit [patriciagreengroup.com](#) and [stoneofsconefarm.com](#).

### About Misfit Interactive

Misfit Interactive, LLC, founded in 2014, is a small business web design and online digital marketing agency based in Gettysburg, PA. Crystal, an award-winning developer with prior technical experience in large development firms throughout Maryland, provides cost-effective solutions to small businesses and organizations without sacrificing the quality of service or product and without breaking the bank. Misfit serves



a variety of clients, including GarryOwen Irish Pub, Gettysburg Wine & Music Festival, Aura Integrative Medicine, and many others. Her online social marketing acumen exemplifies Crystal's commitment to customer care. To learn more, visit [misfitinteractive.com](http://misfitinteractive.com).



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