



7 WAYS PR CAN GROW YOUR BUSINESS



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The goal of every marketing professional is to reach the
RIGHT AUDIENCE *at the*
RIGHT TIME *to drive a*
DESIRED ACTION.

*Public relations can
achieve this in a way that
can be perceived as more*
CREDIBLE, AUTHENTIC, and
MEANINGFUL *than other
marketing channels.*

1 BUILD CREDIBILITY

Your message will fall flat if you are the only one pounding your chest and talking about how great your business is. Public relations efforts can generate coverage in print, broadcast, and digital media outlets that provide authentic, third-party validation of your company, product, or service. Such coverage can have a greater impact than traditional advertising, particularly when it comes from a trusted news source with a sizeable audience.

IN PRACTICE

A healthcare technology company launched a new product on the market to promote healthy eating, but did not have the brand recognition or audience to drive substantial sales. It utilized public relations to promote a fundraising campaign and spread the word through coverage in CNBC, Mashable, Forbes, and other media outlets. As an added benefit, the company prominently featured these logos on their website to demonstrate the credibility of their product and link to favorable coverage.



2 PUNCH ABOVE YOUR WEIGHT

Smaller companies may only have a small market share compared to their larger competitors, but they can still earn a larger share of voice through strategic public relations. Companies that are regularly in the news — for the right reasons, that is — can present themselves as bigger, more experienced, and better resourced. This type of earned media can help level the playing field and provide critical visibility for companies, particularly those that lack the large advertising budgets of their biggest competitors.

IN PRACTICE

It's not easy being a diagnostic solutions company in an industry dominated by DuPont, 3M and other Fortune 500 companies. A startup overcame these odds by promoting partnerships with national brands and tapping into current events and breaking news to secure national coverage in the New York Times, Forbes, Fast Company's Co.Exist, Wall Street Journal, and more. In a refreshing reversal of roles, the coverage left the industry leaders scrambling.



3 CELEBRATE SUCCESS

Public relations can be a means through which to share successes, announce milestones, and celebrate achievements that demonstrate progress. Employees want to feel pride in the company where they work. Investors want to know that the company is headed in a positive direction. Clients and customers want reassurance that they made the right decision to buy a product or engage your services. Regular announcements and news coverage can engage these audiences and signal growth and momentum.

IN PRACTICE

When you're a convenience store with the top market share and customer loyalty bordering on fanaticism, it makes great business sense to celebrate successes with your employees, customers, and the community as a whole. Every major milestone, such as the one billionth cup of coffee served or ATM transaction completed, is an opportunity to engage customers, deepen employee pride, and publicly share your success in the news.

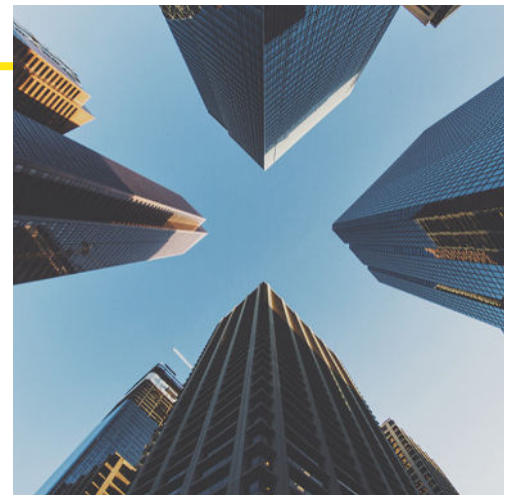


4 LEAD THE WAY

Do you consider yourself to be an industry expert? Incorporate public relations into your marketing efforts to demonstrate thought leadership and prove your expertise. It starts with having a unique point of view and expressing it through media interviews, op-eds, conference speaking opportunities, bylined articles, and other opportunities. Leading the way as a thought leader can enhance your company's reputation and position you on the bleeding edge of innovation and industry transformation.

IN PRACTICE

A commercial real estate company was a market leader and wanted its share of voice to reflect that. It accomplished this by investing in market research and producing weekly charts, research-driven infographics, and quarterly outlook reports. This content was newsworthy in its own right, but also set the company apart for its expertise. Soon enough, real estate reporters were calling the company regularly to provide comment on important transactions, market trends, and breaking news.



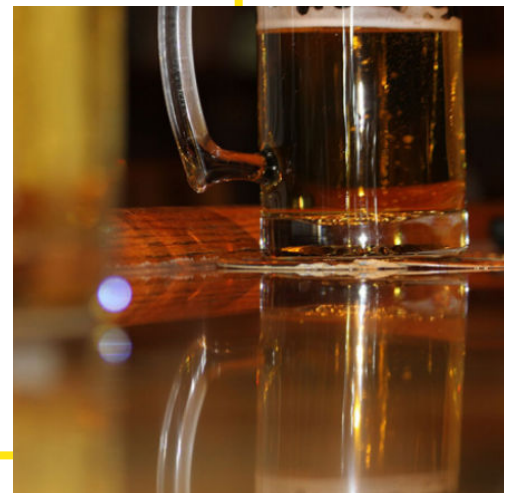
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LET YOUR PERSONALITY SHINE THROUGH

The top companies are often those with the most clearly defined culture, values, and brand identity. Avoid masking your personality behind corporate jargon and formal messaging if that is not the tone you wish to set. It is okay to let your personality shine through in published articles, the stories you share in media interviews, and the excitement and energy you convey in press conferences and speaking opportunities. Above all, make sure that you are consistent in your messaging and personality across channels and platforms.

IN PRACTICE

A brewery with full-bodied personality refused to settle for a traditional press conference to announce their expansion and move to a new location. The team reenacted George Washington's crossing of the Delaware, towing the founder by a boat on wheels as they processed across Delaware Avenue to the new location. Even the mayor got involved by tapping a ceremonial fikin and toasting to the brewery. Every major broadcast station and news outlet covered the milestone event.



6 AMPLIFY YOUR CONTENT

Producing great content is meaningless if no one knows it exists, so don't let your original research, position papers, and survey results languish on your website gathering digital dust. Get more mileage out of your content by considering additional uses, from repurposing it as a bylined article in an industry publication to making it the topic of a conference keynote. Consider also the various ways in which your content ties back to breaking news and recent coverage from journalists covering your industry.

IN PRACTICE

A fintech company regularly produced informational videos and infographics that it posted on its website for customers and prospects. The company invested resources to develop this content and wanted to share it with a broader audience to realize a greater return on investment. To do this, they nurtured relationships with digital media outlets and personal finance reporters who were willing.



7 ATTRACT NEW CUSTOMERS

Public relations is better suited for brand awareness and positioning than driving conversions, but it can also impact the top line. Every media opportunity is a chance to begin a new conversation and reach new audiences. News coverage and articles are also great, credible sales tools that your business development team can use to engage prospects and convert a sales opportunity. This can be particularly important in industries that are B2B focused and have longer sales cycles.

IN PRACTICE

Unless you are a die-hard fan of breakfast, you are unlikely to know that August 24th is National Waffle Day. A maker of gourmet waffles was determined to put the day on the culinary map and capitalized on the opportunity. Fortunately for them, newsrooms love free food, particularly when it comes in flavors like maple bacon and birthday cake. The media surge drove so much traffic to their website that the company had to delay shipping by several days to meet customer demand — all in all an enviable problem to have.

