

TOP 7 TIPS TO CRUSH PUBLIC RELATIONS

Public Relations boosts a business's credibility. By doing so, it builds a strong relationship between the brand and the public. PR is essentially responsible for keeping companies relevant by helping them gain trust with consumers and, obviously, increase publicity.



MAKE YOUR PRESENCE KNOWN SO YOUR BRAND CAN ENGAGE WITH MORE POTENTIAL CUSTOMERS

PR is seen through social media, press releases and advertisements. It is all about getting your product in front of the eyes of your target audience in the moment they think they need it.

1. Research your target audience

Figure out who your demographic is. From their age, gender, location and even their spending habits. What is the best way to reach them? Are they on social media or traditional news outlets? Understanding your target audience helps grasp what approach to take when planning media campaigns.

2. Collect data throughout PR campaigns

Discover what content your audience wants to see. Which posts have the most engagement or growth? What platform is reaching the most people? Are you receiving feedback? Data makes the process more efficient with less trial and error. Become a storyteller for your company. How do you want the audience to view your personal brand or company?

3. Utilize influencers

Influencers have a significant following on social platforms or in the community. Utilize someone who has a common demographic and ethics as your brand. Consumers are more inclined to trust their judgement on product recommendations over a traditional ad.

4. Expand into video content

Express more of your brand image and personality to show what makes your company stand out from the rest. Videos provide a more engaging experience.

5. Define your competitive edge

Before you can build your PR campaigns, you need to know what separates you from the rest. What makes your brand stand out? What specific products or services do you offer that others don't? Use your research from figuring out your target audience to discover what they need, even if they don't know it yet.

6. Become involved in the community

Build a positive reputation by becoming an active member in the community. Your community is a major ally for your business, especially in the beginning.

Tip 7: Understand What is Newsworthy

Make yourself familiar with what consumers actually want to see. Highlight company or employee accomplishments, new products, or milestones for your business.

Keep it real!