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Public Relations for Small Businesses

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Easy-to-implement tips that can help you get started with public relations for your business . . . today.

I've worked with a number of small business owners who cringe when they hear the words "public relations." Often times, I find that this reaction is mostly due to a misunderstanding of what public relations is.

Some think that public relations is just about writing press releases. While a press release is a useful tool of the trade, public relations is much, much more than this. Others think that public relations is all about interacting with the media. While you're getting warmer, public relations encompasses more than this as well.

Let me share a few tidbits that will help bring this all together. In its simplest form, public relations is all about how you communicate – in words and actions – with the people around you. These all-important groups of people include your customers, business partners, the community at large, news media, online communities, government officials, and even your competitors, to name a few.

The funny thing about public relations is that whether you know it or not, you are already engaged in it everyday – from how you handle customer service issues to delivering on the overall mission/vision you set forth for your business. Since you already are vested in this process, the next step is to make a long-term investment in the public relations approach for your business. Here are a few tips to help you get started:



Know Your Story: Public relations success boils down to being able to successfully tell your story across people and platforms. Given this, it is important to know and be able to clearly articulate your business' story. Questions such as why you launched your business, product and service details, who the key players are in your business, company milestones, and other foundational questions play an integral role in public relations for your business.

What's Your Selling Point: Do you know what distinguishes your product or service from the competition? Can you succinctly articulate the benefits of your product or service? Knowing your key selling points is critical to public relations success – you want to stand out from the crowd! Take the time to identify your selling points. With a little effort, you will be surprised at all of the gems you uncover.

Who's on Your Radar: Who are you trying to start a conversation with through your public relations efforts? Is it local reporters, trade publications, your customers, or all of the above and then some? And, what is your intended outcome? Take a moment to think about whom you are trying to connect with and the best way to start the journey.

Make a Commitment: Public relations is an ongoing effort. Before you start the race, be comfortable and committed to the journey and be sure to bring your staff and other key members of your team along for the ride.

Finally, one of the most important elements to remember about public relations is that it is essentially about “human relations.” Now is the perfect time to become strategic in your public relations efforts and develop well-rounded relationships that will be vital to the success of your business for years to come.

Need help developing your public relations strategy? Contact MarComm Creative Group today for a free 15-minute consultation.



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