

## Small Business Press Relation Tips Eight Ways To Get More Publicity

### **I. Know your audience.**

Think in terms of each audience you deal with. Find out what they read, which organizations they belong to, what they might respond to (direct mail, phone calls, personal visits, etc.) Create separate mini PR plans. One size does not fit all.

### **II. Create your own media list.**

As appropriate, include large daily papers, small weeklies, trade and general business magazines, radio and TV stations and Internet publications. You can get basic contact information in the phone book or online. If you don't specifically know which writers / reporters to include on your list, call each outlet to find out who covers stories in that field.

### **III. Include visuals.**

Photos and other artwork (e.g. logo) are often appreciated when sent with your releases. The reporter may be more apt to use something if he doesn't have to make an additional phone call. This is often true of smaller, especially weekly, publications.

### **IV. Consider advertising.**

Smaller and industry publications are often more amenable to writing articles about you or allowing you to submit content that is relevant for their readers – if you advertise.

### **V. Communicate consistently.**

To become a regular source for writers / reporters, send out a quick note, postcard or email every month just to get their attention. It could include a relevant statistic about your industry. Change your message monthly to keep it interesting. To stand out, create a standard and unique template so they'll know it's from you (e.g. an oversized yellow postcard or branded email template).

### **VI. Build relationships.**

Once you've established a rapport, ask how that writer / reporter prefers to receive information: mail, fax or email. Remember, building relationships and becoming a trusted source takes time. Be patient. It's well worth the effort.

### **VII. Develop success stories.**

Most media wants to know the who, what, how and why as it relates to end users—your satisfied clients.

### **VIII. Build community relationships.**

There is a big difference between PR and Public Affairs. You can almost always get more media coverage if you have a Public Affairs angle. For example, your support of local elementary schools is a perfect candidate. Aligning yourself with these types of non-profit organizations is a good way to increase the PR you receive. It's also good for team and morale building.

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