

PUBLICITY

THIS IS ALL YOU NEED TO SPREAD THE WORD ABOUT YOUR BUSINESS!



Words are all I have...

Sue Currie says even if you can't afford a huge advertising campaign there are still effective ways to spread the word about your business

EVERYONE KNOWS THAT word of mouth can be a very powerful public relations weapon. But not everyone realises that one of the best ways of generating it is through publicity. Publicity is getting free editorial coverage in newspapers or magazines or being talked about on radio or television. It can be very effective when it happens – publicity is even claimed to be seven times more effective than advertising.

PR-v-publicity

The terms public relations and publicity are often misused. They are not interchangeable. Publicity is only one function of public relations. It is media coverage – news stories, feature articles, radio talk show interviews, television appearances, editorials and reviews.

Publicity can be gained through effective media relations such as media releases or news conferences, press kits, press tours and personal letters or phone calls to editors and journalists.

PR for you

Most large businesses even those with substantial marketing and advertising budgets devote considerable resources to public relations because they realise it is one of the best and most cost-effective ways for them to attract customers and increase their business. Small businesses should look at the benefits of PR and positive media coverage because it can:

- Attract customers
- Increase demand for your products or services