

# Public Relations

{ How A Strategic PR Campaign Can Help Your Business  
Grow and Thrive in a Competitive Marketplace

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## Public Relations Presentation



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## What Is Public Relations?

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- There are 927 definitions of public relations, according to the Public Relations Society of America.
- “The end goal of public relations is to generate positive public awareness of something, whether that something is a business, organization, or person.” (Constant Contact, 2015)
- Therefore, positive awareness for you or your practice.




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## What is the Difference Between PR & Advertising?

{ A Simple Explanation

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### Advertising Is Paid For & PR Is Free

#### PR Pros & Cons

#### Advertising Pros & Cons

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|---|---|
| <ul style="list-style-type: none"> <li>↳ Pro: You can control the message since you are paying.</li> <li>↳ Pro: You decide when the advertisement runs.</li> <li>↳ Con: It is expensive.</li> <li>↳ Con: It can be “untrusted” since it is paid for.</li> </ul> | <ul style="list-style-type: none"> <li>↳ Pro: Coverage is perceived as a “third-party endorsement” therefore more credible in the public’s eyes.</li> <li>↳ Pro: It is free (most of the time. May require samples, a dinner, travel expenses for reporter paid for).</li> <li>↳ Con: You can’t control the message. The media will report what they want no matter how hard you try to put a positive “face” on the story.</li> <li>↳ Con: Your story may never run or may run months later. There are no guarantees!</li> </ul> |
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## How Can PR Help My Business?

- Builds credibility for you as a PT and as a business.
- Increases awareness of your business.
- Positions you as an “expert” in your field which differentiates you from others.
- Puts a “face” to your business.

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### Examples of PR: Positioning Clients as “Experts”



Voice of America Interview: Dr. Tracy Kemble/Topic of Emotional Intelligence in the Workplace



Dynamic Business Woman Magazine: “How To Start a Business With Your Best Friend” By: Marianne Gere, Restaurant Entrepreneur



Philadelphia Business Journal: Dr. Tom Tavantzis, who wrote a career development book, was asked to write an HR article that was published

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For Herb Magee, Road To 1,000 Wins Never Left Philadelphia

Philly U Basketball Coach Wins 1,000<sup>th</sup> Game



National Fitness Chain Addresses Bullying Among Teens



Grand Opening of the New Live Music Venue at Revolution Creek Distillery in Conshohocken



Grand Opening of New Music Venue in Philadelphia



King's X and Living Colour Announce Tour of Four Cities



King's X To Head Out on Tour

### Examples of PR: Feature Articles on You or Your Business

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# I See Other PTs on TV, In Magazines, Etc.

{ How Does That Happen?

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## How Are Other PTs Getting Into The Media?

- Networking: They know the producer or writer (this means social networking too)
- PR Campaign: They have a publicist
- Timely: They have just released a book or written a paper on a subject that the producer or writer wants to cover
- Press: The old saying rings true "Press Gets Press". If they were featured in the news recently they are more likely to be featured again because a producer will remember him or her and because media outlets are competitive and will not want to be the only one without the story.

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## Is There Such A Thing As Bad Publicity?

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### How To Avoid Bad Press

- ALWAYS research the outlet, the reporter/producer before you commit to participating. If something seems strange, it probably is.
- ALWAYS know exactly what the story is about. If you are not 100 percent comfortable with the subject matter, do not do participate.
- ALWAYS ask who else is being interviewed or featured in the story. If the person or business is not of your caliber, do not participate.
- ALWAYS stay on message. If multiple people from your company are being interviewed make sure you have your facts straight.

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## I Don't Have a Budget Now...

{ How Can I Get PR On My Own

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### Ways To Get PR On Your Own

- **NETWORK:** This includes following editors and producers on Twitter as well as attending PT events and conferences.
- **RESEARCH:** Where do you get your news? Make a list, then look up the editor's or writer's contact information (usually located at the bottom of the web site or top in the About Us/Staff section).  
  
Draft an email that explains who you are, why they should care about you (what you can offer them), and why you would like to be interviewed or why you would like to contribute an article on a certain topic.
- **BLOG:** Starting a blog that offers valuable advice is a great way to get noticed among the media and also begins to build your credibility.

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### Questions?

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### Contact Me!




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