

# The power and effectiveness of PR for your business

Corporate communication strategies that incorporate public and media relations as a key component of the marketing activity can help to boost sales activity, raise the profile of your business, enhance the relationship with existing clients and suppliers and also to attract additional customers.

However, the power and effectiveness of Public Relations is often misunderstood and unappreciated.

Unfortunately, today, in too many cases, corporate communication is haphazardly applied with devastating results. And in these cases, is a waste of time and resources.

Insightful organizations have a profound appreciation for the benefits of PR to promote their respective business and expertise.

Effective PR has many benefits and can be better than expenditure on advertising for promoting the image and reputation of your business in the marketplace. Some of the benefits include:

- The creation and enhancement of the business brand, profile and reputation in the marketplace.
- The development of a positive reputation through second party endorsement.
- The creation of confidence in the business by clients, potential customers and suppliers.
- The creation of an awareness and understanding of the business that differentiates the organization from competitors.
- To raise the profile of senior executives and position them as industry authorities.

The first step in a process to get the media to notice your business is the creation of newsworthy press releases about important topics with a unique perspective.

However, there are two golden rules for effective media releases:

1. *Quality not quantity.*
2. *And don't forget the all important 'personal touch'*

If a proposed media release is not newsworthy, then don't send it. Make sure that the media release is dispatched to the right editor or journalist and where possible, include a personal note and follow up with a telephone call. The relationships made with members of the media can be extremely productive for your business and its long-term objectives.

Clients, potential new customers and suppliers want to be confident in their relationship with your business. Second and third party endorsement via positive media articles adds real value to the business bottom line and perception about your business.

PR supports the overall business corporate communication process and offers an opportunity to provide an extensive insight into your business. It can also be customized to fit your marketing plan.

Marketing PR is designed to increase the visibility of your business and enhance brand and profile awareness rather than direct sales. It provides clients, suppliers and potential customers with a unique appreciation of your business and increases their knowledge about who you are and what you do.

Many organizations and individual business owners recognize the value of a strategic PR and media programme as an integral component of the business-marketing plan. It can make the difference to the survival of a business, particularly in the tough times! ■

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