

5 Tips For Better PR

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Every business has a tipping point, a time when turnover suddenly gains enough momentum to propel itself independently. If your business hasn't quite reached this point yet, then now isn't the time to give up. Success doesn't come easily - get out there and promote your business with these five simple tips for better PR. Oh and if you don't have a big marketing budget, read on because we've got tips for you too.

1.) Get Cold Calling

Pick up the phone, open your phone book or the yellow pages and start calling. Spend time thinking about your target market, those people and groups your business is aimed at. These are the people you need to be calling. Don't wait for word of mouth marketing to bring clients through the door, be proactive and get things started.

If you're afraid of rejection (as most of us initially are) then there is also no better way to overcome this fear than cold calling.

2.) Clubs And Organizations Aren't Just Great For Networking

Clubs and organizations are great places to meet people and create networking opportunities - however they also offer excellent marketing opportunities. Do some benefit research and consider joining your local charitable or business organization. As an example, Chamber of Commerce members are often given discounted advertising space in the organization's publications.

3.) Check The Media, Can You Tie Your Business Into A Charitable Event?

Charities often hold sizable public events, they always need sponsors and go out of there way to give exposure to those businesses that donate. However donating money isn't the only way to gain exposure from charities, consider donating your services or product. This is a great way to gain exposure in a community, while at the same time building the public image of your business.

4.) Don't Miss Any Opportunities, Even The Small Ones

Have you supported a particular shop for many years? If so, it might be time to ask for a little something back. Shops often allow related businesses to place a small business card or brochure rack on their front desk, or somewhere else that can be easily seen by customers. Shop owners usually don't charge for this courtesy. Be sure to check back regularly with the shop owner, if your business cards or brochures are popular you will need to refill them regularly. If on the the other hand your promotional materials are just gathering dust, be sure to remove them so as to not clutter the shop space.

5.) Market Like A Professional

Always ensure your marketing materials are of the highest quality you can afford. People regularly choose products and services based only on the quality of their marketing materials. As your company grows make sure your business cards, brochures, letter heads and website grows along with it.