



Spin to Win!
*10 Ways Public Relations
Can Help Build Your
Business*



Welcome to Spin to Win!



Why are we here?

- To learn about public relations, marketing, advertising.
- To learn how PR can help YOU increase your bottom line by giving your company a good name with your customer base, in the media, and your community.
- To learn ways to keep your name in front of your customers and investors—past and present.



Who Am I?

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Who Are You?



What is Public Relations?

- Public Relations
- PR
- Public Affairs
- Publicity
- Spin (not to be confused with the No Spin Zone!)
- Media Relations—which is a part of public relations, but not all of it, which we will go into today
- Corporate Communication
- Promotion



Definition of Public Relations

- “ A leadership and management function that helps achieve organizational objectives, define philosophy, and facilitate organizational change. Public relations practitioners communicate with all relevant internal and external publics to develop positive relationships, define philosophy, and facilitate organizational change.

Public relations practitioners communicate with all relevant internal and external publics to develop positive relationships and to create consistency between organizational goals and societal expectations. Public relations practitioners develop, execute, and evaluate organizational programs that promote the exchange of influence and understanding among an organization’s constituents and publics.”

-Public Relations: The Profession and the Practice



What Does This Mean?

- PR should be at a management level
- PR should communicate with all relevant publics, internally and externally
- PR is relationship building
- PR helps facilitate change
- PR develops, executes, and evaluates plans, not just randomly associated ideas



What is PR in Layman's Terms?

- Public Relations focuses on long-term goals of building positive relationships with consumers, suppliers, competitors, and other publics.
- The main goal of public relations is to build and maintain a hospitable environment for an organization.



Where Does Marketing Fit In?

- Marketing is concerned with the quality, availability, and affordability of a product or service—a form of sales support.
- Marketing's primary goal is to build and maintain a market for an organization's products or services.
- PR is marketing support.



What is Marketing Missing?

- Public Relations addresses the following elements not associated with marketing:
 - Internal Publics such as employees, stockholders, and management
 - Reputation, or image building
 - External Publics (other than consumers) such as government and suppliers
 - Crisis management
 - Public opinion change and social issues
 - Issues management



What is Advertising?

- Advertising is paying to get information about your company's goods and or services in front of your customers.



Why Choose PR Over Marketing or Advertising?

- What does your business plan say in regards to marketing?
- You shouldn't choose one of anything over another of anything, but PR is an important part of the marketing process and should be part of your overall marketing plan.



The Ford Mustang



How to Be a Mustang

- Three Steps to Becoming the Mustang of Your Market:
 - Create a Category for Your Product
 - Create a Brand in Your Category
 - Advertise to Maintain that Brand
- One company that did this—Starbucks



Advertising Overload

- The average person is exposed to 237 advertisements a day or 86,500 advertisements a year.



The Credibility Factor

- PR almost always employs a trusted third party, such as a journalist or thought leader, to convey its message to its target audience.



Video Clip



How to Get PR Assistance?

- PR Agency?
- In-house?
- DIY?



15 Minute Break





The Ten Tips

*10 Ways That Public Relations Can
Help Build Your Business*



#1: Always Be Ethical!

- How can a little lie hurt?
 - Ask Bernie Ebbers...
 - Ask Martha Stewart...
 - Ask Dennis Kozlowski...
- Honesty is THE BEST PR policy!



#2: Know Your Publics

- PR isn't all just courting the media—must keep in mind all of the publics a business needs to reach.
- Know who your publics are.
- Alter your message to speak to each public.



Publics

- Investors
- Potential investors
- Employees
- Potential employees
- The media
- Current Customers
- Potential customers
- Community
- Who else?
 - Police—whole community
 - Schools—the students
 - Schools—the parents
 - Agencies such as SEC, FDA, FCC



ALWAYS KEEP YOUR AUDIENCE AND
MEDIUM IN MIND WHEN YOU ARE
CREATING ANY MESSAGES!



#3: PR Isn't Just News Releases

- Many other tools can be used to reach your publics besides news releases!
 - Special Events
 - The “overlooked”
 - The “political”
 - “Traditional” media relations functions



Special Events

- Employee meetings
- Facility tours
- Conference calls/ Interviews
- Volunteering for community groups
- Speeches
- Annual meetings/reports
- Parties
(Who doesn't love free food?)



The Overlooked

- Newsletters/magazines
- Bulletin boards
- Internet/intranet
- Email/IM
- Response to customer contact
- Bill inserts
- Holiday greetings



The Political

- Donations/sponsorships
- Lobbies/grassroots lobbying
- Political action committees



“Traditional” Media Relations

- News conferences
- News releases/Media advisories/Pitch letters
- Media kits
- Fact sheets/Backgrounders/Public service announcements
- Photos
- Guest editorials/commentaries/Letters to the editor
- Stories for trade magazines



#4: Be ONE Company

- Integrate all of your messages
- Develop a brand identity
- Logos and “looks” are recognizable



#5: Position Yourself as an Expert

- Who doesn't want to buy from the best?
- Some traditional media relations functions can help you position yourself as an expert:
 - Fact sheets/Backgrounders / Public service announcements
 - Photos
 - Guest editorials/commentaries/Letters to the editor
 - Stories for trade magazines
- Nothing happens overnight.



#6: Read Before You Pitch

- Know where you will fit into the publication you are pitching.
- Know if you are sending information to the correct contact person.
- Make sure that you know how to send info—should you fax? Email? Call? Snail mail?



#7: Make Friends With the Media

- Once you know who covers what—treat reporters like friends.
- You are there to help them.
- Become valuable and you will be rewarded.



#8: Love the Internet

- Have a corporate Web site.
- Dedicate a page on your Web site to the press. “Press Room” or “News Room”.



#9: Be Culturally Sensitive

- We live in a global village.
- Research other cultures before making a faux pas.



#10: Don't Be Annoying

- You are not your newfound publics' biggest priority.
- Follow up with them, but not hourly.



In Closing...

1. Always be ethical
2. Know your publics
3. PR isn't just news releases
4. Be ONE COMPANY as far as your publics are concerned
5. Position yourself as an expert in your field
6. Read before you pitch
7. Make FRIENDS with the media
8. Love the Internet
9. Be culturally sensitive
10. Don't be annoying!!!!!!!



Any questions?



Thank You for Coming!

