

7

Ways to Boost Your PR Profile



1

Stand out in unexpected places.

Be the politician on the sports page, rather than the news page. Be the car dealer in the food section, rather than merely dominating the automotive section.



Don't limit yourself to being only where everyone else is, on occasion dip your toe into different waters and be where you will stand out.



In doing so, you will convey a common interest with the audience you're seeking, while leaving a lasting impression.



It will add an extra dimension to your more traditional marketing and PR program, and resonate beyond the moment.



2

Understand their needs better than yours.

Look at business from the outside in, not the inside out.

- What drives the audiences you're trying to reach?
- What are they trying to achieve?
- What do they need, or want, or care about?



Take the time to do the research and gain a true understanding.

Whether you're looking for traction with bloggers or funders, clients or customers, standing in their shoes will get you further than chasing after them in yours.



Build your messaging accordingly – and have the depth to back it up. Perception is reality, and seeing is believing. But be ready to be tested.



3

Read everything.

Whether online or in print, don't miss an opportunity to stay up-to-date with what's happening, not only in your industry but in many others.



Be on the lookout for ways to connect what you do – your business – to something else that's happening in the marketplace.



Connect the dots in interesting and innovative ways that will ring true, and make your presence felt.

The more you know, the more you know. That's step one in using the knowledge you've acquired to good effect.

You may discover possibilities that would not have occurred to you if your focus had been too narrowly centered.



4

Every number tells a story. Every story has numbers.

Personal stories are compelling, but data (outcomes) drive customers, clients and supporters, too.



Mix and match.

Tell effective stories grounded in solid stats. Sprinkle numbers generously, without drowning a great story.

Identify genuine stories from among the people you're already working with that will resonate with potential customers.



Help prospective clients hold a mirror to the actual accounts you share, and offer a concrete set of facts and figures that reinforce the narrative and reassure the unconvinced.

5

Partnerships with a Purpose.



Broaden your base. Extend your reach.
Create new opportunities.

Everything is connected – it's up to you to
figure out how, with whom and when.



Select partnerships based on common or complementary
objectives. Share lists, extend posts, contribute
resources. Be efficient and effective in identifying
allies and establishing relationships.



There is strength in numbers, and
partnerships have a number of strengths,
whether formal or informal.

Keep a keen eye out for ways to
build alliances that will help achieve goals -
yours and theirs.



6

Quality Beats Quantity.

Bombarding members of the media with PR is more likely to turn people off than turn them on.

True, effective advertising requires multiple hits or touches before a brand will resonate and be remembered. And in using social media platforms, frequency is essential.

However, in seeking earned media – convincing reporters to publish your press release or develop a story based on its contents – building solid relationships with local or beat reporters will likely get you further than a relentless barrage.



If you can develop awareness and understanding of your business, a reporter may even turn to you – and your expertise – for a future story that you didn't even need to generate.

And you become the voice of the expert – which can be a plus as you work to attract customers or clients amidst a crowded field of competitors.



7

If It's Not the Same Tune, It Should At Least Be From the Same Album.

You don't necessary need to be inflexibly repetitive in your public relations messaging, but it is best not to be wholly inconsistent either.

Customers accustomed to looking to you for the best baked goods in town will likely think twice before believing you can produce or deliver a top-of-the-line sofa.

Be consistent in your approach, the underpinnings of what you do and why, and expand your direction incrementally, not exponentially.



Consistency does not preclude growth.
And growth does not preclude consistency.



Navigating the nuances and identifying the best balance on which to build a public relations program will provide degrees of both challenge and opportunity.

Where you land on that spectrum is determined by more than effective messaging, but is less steady and less certain in its absence.



Express Strategies provides strategic communications and public policy consulting, with particular expertise in advocacy writing, project management and media relations.

Founded in 2012, Express Strategies has developed expertise working with global corporations and local businesses, for-profit and nonprofit organizations, professional associations, educational institutions, foundations and industries in various disciplines.

Tell your story and highlight your great work more effectively and move closer to achieving your goals — in policy, programs, publicity, development, membership or mission.

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