

BENEFITS OF PUBLIC RELATIONS

Engaging in a strategic public relations program provides you with a proven means of communicating effectively with target audiences to create name recognition and establish a desired image or perception.

Public Relations Programs provide benefits at all touchpoints:

- **Customers** become informed about products and services they need.
- **Your Company** gets covered by media that reaches potential customers.
- **Media Outlets** are provided with free editorial content of interest to their audiences.
- **Employees** feel proud to work for a company that is recognized in the media.

Direct Benefits

- **Cost Effective** -- PR delivers high value for a relatively low investment. PR places mentions of your company in wide range of publications and media outlets, not just those in which the company can afford to buy advertising. PR is the most cost-effective marketing tool.
- **Third-Party/Editorial Credibility** -- PR helps you obtain the third-party credibility of editorial placements. People believe what they read, see and hear in the media as being true and honest, unlike advertising, which appears self-serving.
- **Build and Maintain Good Relationships** -- PR provides the means to establish and nurture all of a company's important ongoing relationships: with its customers, investors, the media, employees, and the outside world.
- **Helps Your Company Stand Out from the Crowd** -- In today's crowded marketplace, PR will help you rise above the noise.
- **Increases Advertising Effectiveness** -- PR increases a company's visibility in key market publications, broadcast outlets, and on the Internet, and reaches secondary markets that advertising and budgets do not allow.
- **Sales Leads are Generated** -- Articles and public discussions of your product or service result in potential customers asking for more information. These inquiries often result in direct sales.
- **PR Helps the Sales Effort** -- Customers are more impressed with messages found in the media. These media "endorsements" assist the sales department in their efforts to close the orders.
- **Measures Market Attitudes and Interest** -- When an article or news item appears in the media, a positive reaction from potential customers indicates that you are on the right track.
- **Creates a Positive Impression** -- PR can create a positive perception of your company and also correct a negative or incorrect market impression.

In summary, **Public Relations benefits your business.**