

## Public Relations = Free Publicity

There are three key areas of public relations you can use to boost your marketing results 10x over your paid advertising.

The key to public relations lies in:

- Public relation or publicity
- Merchandising
- Promotions

With a solid plan in place that encompasses all these areas, you'll have a great approach to use your PR in the best way possible.

Public relations includes all that is the media. Don't limit yourself. The attention of newspapers, television, radio, magazines, bloggers, e-zines etcetera are all equally powerful. Online marketing is just as important, if not more as conventional media.

Here are some ideas to help with a press release to the media:

1. The press release should be relevant to your target market and address consumer interest, not just announce your business. Any time you issue a press release, there is a specific way it must be written and formatted, and specific ways to distribute. If you do not adhere, most news agencies will not even look at it. If you are unsure of how best to do this, please hire a professional. It is a waste of time to issue a release that is ignored. And, remember, it cannot just be a "look how wonderful we are" advertisement. It must definitely be *News-Worthy*.
2. Compact your press release so that it is not too long. No one will read a long release. Also, make it exciting, something to pique interest.
3. Put your press release in professional formatting: with the most important information at the top, facts, figures and wrap it up with contact details including who and how.
4. Send your press release to all television and radio stations, local and metro newspapers, national newspapers, industry magazines, and any other form of media that reaches your target market. Don't forget to include relevant blogs, ezines, press release submission sites and industry professionals. And make sure you are sending it to the right contact otherwise it will be deleted by another person.

Most importantly is to ensure you have addressed the needs of your target market in the products/services you offer and make that clear in the press release. If you provide a solution to a problem, a way to avoid a problem, or an opportunity to enhance life or business, the media and public will be interested.