



public relations

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TIPS FOR GENERATING NEWS

@ Value

Find stories that demonstrate your competitiveness, pricing advantages, transparency or efforts you've made to improve your customers' experience. Find the evidence to show this.

@ Identify more news

You talk to customers and listen to their experiences everyday, these can help generate ideas and potential stories. Make the most of statistics, trends, industry news, and quantitative customer research to package product stories.

@ Establish expert commentators

Your executives are a font of knowledge, with years of experience and expertise. Journalists talk to experts for information and quotes to substantiate their stories. Identify the subjects that demonstrate your industry expertise.

@ Be smart on USPs

Value is king with media. Tell them what makes you stand out from the competition.

@ Provide case studies and testimonials

These are excellent ways of showing how your services add value to customers. Give examples of customers saying how good you are.

@ Find service tangibles

If your aim is to differentiate by service, evidence your investment in customers to gain recognition.

@ Employ your management information/research

Why are rivals first to press with statistics, which demonstrate trends and tastes? Give us the facts. They make news!

@ Defensively more agile & factual

In a cut-throat PR world, don't be too flat-footed when competitors announce news or shake a stick in your direction. Price calculations and comparisons need to be swifter, quotes more aggressive, and spokespeople more available.

@ Campaign on safe issues

Identify issues that you can campaign on at an industry level. Equally, rivals are deploying increasingly aggressive PR. You should fight back! Expose their weaknesses, giving media hard stories work with.

@ Firsts, bests, biggest

St Superlative remains the patron saint of journalism. Give us firsts, bests and biggest.