



public relations

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PUBLIC RELATIONS TOOLS

In order to leverage as much value as possible from our work on your behalf, we recommend employing a variety of tactics to create the constant 'drip drip drip' of information that is the lifeblood of any strategic media relations campaign. In brief, they are:

News Releases

Ad-hoc, brief announcements or authoritative comments on strategy, new services, significant wins, major developments or forthcoming events issued appropriately throughout the strategic media campaign. The timely distribution of such material, focused around both generic concerns and specific issues, provides a regular opportunity to talk to journalists as well as strengthen relationships between client and the media. It is important to exercise strict judgement in considering the merits of such stories in order to avoid the wasteful distribution of material, of limited appeal, to irrelevant media outlets.

Journalists' Briefings

These are an excellent way to build credibility with your target media. Face to face meetings humanise and personalise issues. Journalists often use successful meetings as the catalyst for future contact with successful, interesting interviewees often asked to contribute further to longer more considered articles.

By-Lined Articles

Having interviewed the relevant personnel, collated any available supporting research and background information from external parties and, where relevant, gained independent endorsement from credible third parties, feature articles, by-lined to key spokespeople can explain in greater detail news stories. These can be tightly targeted to particular segments of the media and can be offered on an exclusive basis.

Milestone Announcements

Typically, throughout sustained media relations programmes, milestones can be an impetus for news releases. Breaking through barriers (1,000th, 10,000th etc), client wins, 'st' words (first, biggest, highest etc), anniversaries and big numbers (investments etc) all provide opportunities to talk to the media.

PR-Led Research

From time to time, ad-hoc surveys can be valuable in generating PR coverage, particularly where regional or national variations can be established. Used as an adjunct to the main PR programme, research-led stories can help to position the business as an expert or authority, able to highlight a serious issue and offer a potential solution.

Case Studies

Case studies can add a great deal of credibility to an organisation's claims. Testimonial-led stories are a great way to highlight the benefits you provide or the diversity, financial impact and regional nature of a business.

Advertorials

From time to time, in order to guarantee a degree of exposure in key target publications, it is possible to use advertisement features to secure coverage. Advertorials, as they are known, guarantee inclusion in a particular journal at a particularly relevant time and are especially useful when messages are time critical. Advertorials are less independent than pure editorial but more controlled in terms of messaging.

They tend to perform better than pure advertising and are the mainstay of many regional business publications. And, as the space is effectively paid for, there is the added advantage of being able to include off the page response devices, with unadulterated sales messages, in such insertions.

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Sponsored Column

In addition to building authority, corporate reputation and credibility can be enhanced by sponsoring a regular newspaper column, perhaps based on answering readers' questions or tackling the personal injury issue of the month but always explaining things in a reader-friendly way.

Out of Character Promotions

Most people have a fairly fixed view of an organisation but out of character promotions can create some positive PR by challenging those perceptions.

Event Weeks

Creating, or linking in with, a number of event-specific weeks, which brings together a range of communications tactics – media relations, advertising, sales promotions etc – under one banner can help an organisation's promote its products, services or even it's corporate and social responsibility.

