

Ten Simple Public Relations Tactics

Public relations seems like the all elusive component of a good marketing plan, largely because, unlike other facets of a plan, its execution is reliant on the agreement of others, namely reporters and editors. Perhaps for this reason companies often shy away from launching PR campaigns as part of their integrated marketing efforts. While it's true that PR is a discipline unto itself, it is not necessary to feel intimidated or hopeless. Tudog knows of lots of simple PR tactics you can execute. This article aims to share them with you.

In all Tudog has identified 10 tactics you can employ in pursuit of media exposure. Some of these are more relevant to large companies, and some more effective for smaller companies. What seems certain is that there should be some tactics here that are useful and effective for your company.

The 10 Tudog PR tactics are:

1. Events

Events, such as seminars, product launch parties and the like can draw invited press who are interested in either your sector. Make sure the events are in locations that are either convenient, trendy or have another element of interest. Also, keep the event interesting and fun. This will help make sure the press you get is positive.

2. Exclusives

The news business is as competitive as yours. Give a journalist the opportunity to print something before others even know about it, and you have a shot at some prime exposure. Certainly your story needs to be newsworthy, and you need to pick your exclusive vehicle with great consideration. Make sure you completely understand the hook to your story and the audience you want to reach. Then contact the appropriate journalist and let him or her know you have a story and it's an exclusive.

3. Embargos

Like the exclusive, an embargo is the provision of information to targeted journalists before your company formally announces the information. This is done for a number of reasons, including making the journalists feel important, giving the journalist a head start (not an exclusive), and compensating for a publications long lead time needs (time it takes to get an article to print). This tactic is particularly useful when you want information to be released in timing with your other strategic considerations.

4. Leaks

Leaks are information provided to the press in an anonymous manner. Most often they are used to damage the competition by creating a unflattering rumor, but they can also be used to "leak" secret information about your company that you want released but feel the mystic of making it forbidden information will increase the likelihood that it will be published.

5. Press Conferences

The press conference is an organized event where journalists are invited to hear a scheduled pronouncement by the company. The conference is organized either to announce something for the first time or to provide first time responses to events that are involving the company and already in the news. For a news conference to work, the nature of your pronouncement needs to be extremely newsworthy. Journalists are coming out of their way to attend the press conference and they better feel the trip was worth their effort or you could face a blackout where no journalist is willing to cover your company. So make sure the press conference is relevant and pleasant, attentive to journalist questions.

6. Trend Stories

A trend story is a pitch for coverage that goes beyond a particular announcement and discusses trends and developments within your industry. The notion is to discuss a topic more broadly and then position your company as the example used within the story. This not only provides your company with press, but also is useful from a competitive positioning aspect as well.

7. B-Rolls

B Rolls are video footage your company can produce to accompany a news release. The video allows you to highlight certain points, reinforce your communications through graphics, and emphasize certain critical messages. Ideally, you should use the B Roll to demonstrate your product in its intended use. Also, make it a silent film, as voice or text may eliminate it from consideration.

8. Surveys

The press loves surveys. Recently many of them have taken to conducting their own via the web and telephones. They like to be able to report statistical data. You need not be intimidated by the task of implementing a survey. They are actually a lot easier than you think. You need to create a topic that is broader than your specific product, structure a (short) questionnaire, distribute it through controlled channels, and calculate and announce the results. If your survey was on a topic sufficiently relevant, its results will get reported.

9. Wire Services

The wire services are good spots to list your story because journalists looking for ideas often review the wires for inspiration. The wire services can't be seen as a surefire means to coverage, but they are a good way to record your company's history and create a sense of consistent exposure. This could eventually lead to an interest in your company. Often once a journalist picks a story off the wire, other journalists follow.

10. Media Tours

Your company should engage in a media tour when your product requires exposure in a number of strategic geographic regions. Tours are often conducted to announce new

products or mark specific milestones. The tour will be successful if you plan your route carefully, and treat each stop as a distinctive event. You may also want to mix up the tactics, such as having a press conference in one location and an event in another.

The most important thing to remember is that it is not only what you say, but also how you say it. Often it is also where you say it and to whom you say it. Keep these tactics in mind and soon we just may be reading about your company in the press.