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Public Relations

Everything you always wanted to know about PR, but were afraid to ask until now. Here are useful tips for getting the most out of your PR experience.

1. Decide what you want to accomplish with a public relations campaign.
2. Set realistic expectations for time and actions. Not sure what's valid, just ask.
3. Find out the market rate for high-quality PR services. Know what you're looking for and shop smart.
4. Understand the difference between the sales and marketing function and public relations.
5. Feel confident in the PR firm and people you're hiring, or keep looking.
6. Be responsive and timely with all deadlines.
7. Have patience. The frequency and consistency of your message are keys to a successful program.
8. Expect accountability, follow-through and initiative from your PR people.
9. Realize tracking is difficult, but PR must deliver results.
10. Communicate. If it's not working, say so and get busy on a new direction.

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