



The Power of PR

*"Often a good PR story is far more effective
(and cheaper) than a full-page ad."*

Sir Richard Branson

PR is often perceived as a communications tool only used by big businesses, but it is a cost-effective way of achieving publicity for smaller companies or those operating in business to business sectors. PR is frequently thought of as 'free advertising' but achieving editorial coverage is just part of the process of managing your communications and should be incorporated into your marketing activity.

PR reaches people who may overlook advertisements and has the following advantages:

- Impact – editorial is more actively read than advertisements, people buy or request a publication because they want to read the text
- Credibility – editorial is often believed by readers to have been generated by the publication and is therefore independent and unbiased, rather than supplied by a third party
- Response – editorial has more immediate impact and generates more response
- Economical – one press release can be developed then edited for specific media for use as editorial, without space cost. It can also be used for company newsletters and as up to date content on your website.

You may not realise that you have a story to tell, but we can help you to develop your news stories so that they are of interest to the media. To inject new life into your communications programme or find out how PR can work for you, just give us a call.