



Read below two articles about the benefits of public relations, and key reasons to use press releases as part of your marketing strategies.

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## The Benefits of Public Relations

The financial and good will rewards a company can secure by using creative, professional public relations (PR) are many. Here are just a few reasons why you should consider hiring Bastian Public Relations to incorporate PR as part of your overall communications strategy:

- **PR lengthens the reach of advertising.** A number of advertising efforts only grab the attention of primary audiences. By reaching secondary audiences via PR, consumer or business-to-business awareness of a company's message can greatly increase.
- **PR is cost-effective.** When editors publish press releases and other PR materials without charge, organizations are able to enter media channels their advertising budgets often can't afford.
- **PR increases the credibility of sales messages.** Readers may not believe "self-serving" advertising paid for and placed by organizations. In contrast, PR improves a company's credibility in the marketplace by acquiring neutral third-party endorsements for its services or products.
- **PR creates a positive neutral business or restores a neutral one.** During times of trouble in a company or industry, PR can kill negative rumors or damaging insinuations, and help set a positive post-crisis tone.
- **PR generates leads.** Features and news stories, successful case histories, special events coverage, etc. often introduce the existence of an organization in a positive manner, thereby helping to increase sales.
- **PR can help measure customer attitudes.** By measuring customer interests and attitudes, allied research marketing services (a type of internal PR) can detect competitive trends, discover the right target market for products and services, suggest how to reach the best customers, keep track of ongoing customer opinions, and even advise how to deal with a hostile business environment.

## Why Write Press Releases?

Did you know marketing studies have proven the average message communicated in a news story or feature has 3 to 7 times more credibility than one presented in an advertisement?

Public relations opportunities allowing a company to inexpensively "toot its horn" are plentiful and often overlooked by its management. What follows are a few situations which could serve as the impetus for writing a newsworthy press release (or full-blown media kit) to build credibility and awareness, support advertising efforts and potentially increase sales:

- New products, services or programs
- Major facility expansion, relocation or hiring plans
- Promotions, new hires or company/employee awards
- Special events, openings and anniversaries

- Mergers and acquisitions; earnings
  - Company-sponsored, noteworthy seminars open to the public
  - Noteworthy activities sponsored by company or engaged in by employees, including sizable financial donations, equipment contributions or volunteer hours given to charity
  - "Hot" market or culture trend tying into company products or services. Company officials are positioned as "experts" in their fields
  - Survey findings (produced or financed by company) of interest to the general public, the company's industry or a client's industry
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