



Our Top 10
PR & Marketing Tips
to Get Your Business Noticed!

...Low Cost. High Impact.



1. Get a Website

If I can't find you on Google then be sure your clients can't. A listing on a directory with no sense of what you are all about is not good enough! It's a once-off investment but is a 24/7 shop window. How much do you value your brand? And remember your website is a marketing tool so it should be engaging, interesting and pitch every potential client that logs on! A best practice website has been built using the following: market research, creative design, interactive functionality, links, engaging copy, strong imagery, SEO (to get you found on Google), call to action buttons, automatic email responses, web statistics, location maps, personalised email addresses, downloads. And there's more if you're still interested!



2. Jump on the Social Media Bandwagon!

Facebook, Twitter, Blog, Flickr, LinkedIn, Weedle, YouTube... Listen – it's free! If you don't know how then ask us and we will design, populate and drive a fan base and then off you go on your own! There is no excuse!



3. Corporate Blog

Give free and important tips and advice. Do original analysis/reporting. Blog from a creative niche (do something nobody else is doing). Invite feedback. Keep it updated REGULARLY!



4. Monthly e-Zine

Make it relevant, engaging, and newsworthy. Give out your top tips. Build a database that is relevant to your potential client base. Don't just mail-shot a mass market for the sake of it! There are a number of very inexpensive e-marketing packages but please please make sure it looks good. If the first impression is poor then it might not even get past the inbox! All links on the newsletter should link back to your website.



5. PR - What's the Story!

We all love a good story. What is your business story or what is the story of your client's! Make a note of a few stories that you can tell and contact the relevant media. If you are buying advertising make sure you get your editorial to accompany it! Don't waste the opportunity of FREE column inches or air-time! And please please invest in a photographer. Photos tell stories on their own. Don't miss the opportunity to tell a story in a photo. You will own the photo and be able to use it for all online and offline marketing purposes.



6. Brand Awareness

So is your brand everywhere? Look at sponsorship opportunities (low cost, big audience are the key factors when deciding what sponsorship to go with). Do you have your brand on everything you own - on your car, on your email signature, in the media, online? Get it out there. Shout loud and be proud. Partner with complimentary organisations/businesses.



7. Keep an Eye on the Competition

Now that's not just your neighbour down the road. Who are the leaders in your sector worldwide? Are they revolutionising the business sector you are operating in? Well pitch yourself against them. Are you just as good? If not, why not? Then fix it! Get as good as them. The worldwide-web is great for market research so use it – it's free!



8. Make your Point

Get on media panels as the expert voice in your field. Just say...I am an expert in 'X' and I would be interested in commenting on matters relating to this! It's free publicity and ensures that you get recognition for your knowledge!



9. Image is Everything

What does your brand say about you? Now don't even tell me you don't have a brand, because that's not acceptable. So get it out there. Make sure your press ads, e-flyers, newsletter, website, Facebook account and posters are designed like your life depended on it! Image is everything in business and people will choose you depending on a first impression! So review your publicity material, offline and online, and if it makes your smile keep it, if it makes your cringe, bin it!



10. Get Directly to your Audience

Get your market research done! So are you engaged in advertising? Is it mass marketing? Does it generate a return on investment? Why don't you try direct-marketing. Find your audience, talk to them, get feedback and build a database and more importantly a relationship. Don't waste time going the long way around it, go straight for the buyer and bring them with you!

Finally...

If you have made it this far... enjoy marketing your business! You are in business and you are obviously proud of all your hard work. Inject that passion into your marketing and make people smile when they see your brand! And remember: Low Cost High Impact. Every euro invested should generate at least 2! :)