



## Public Relations – *Economical Tips from Barry*

A press release is one of many effective tools bringing attention to your business. Consider these:

Media interviews      Newsletters – online and print      Case Studies  
White papers      Speeches for conferences and industry trade shows

### Here's another consideration: [A Backstory](#)

This is a “behind-the-story” story providing an interesting take on your business.

How did your business get started?

Management or staff profile of an interesting character.

Unique products, supplies or equipment you use to create your product or service.

Are you “Green”? How does your company reduce emissions and other environmental impacts?

### Press Releases:

While advertising is a critical component in your marketing strategy, press releases can accomplish critical marketing objectives at a fraction of advertising costs.

**Editorial credibility #1** – There is something about reading a press release that often sticks more than an ad message.

**Editorial credibility #2** – When editors and reporters consistently see your company's name coming across their desks, you become an “authoritative contact” to call when they need a quote or wish to write a feature on your business' application to the market.

**Advertising credibility** – Press releases tie in with your advertising agenda by strengthening product branding and company name awareness.

***Be Aggressive with Press Releases!*** One a month is not too much. Some firms push out over 50 a year. It is a numbers game. As long as there is some substance to them, a percentage of the releases will run. Here are some topics to consider for a press release:

New Products/Services      Expansion in to new markets      Headquarters relocation  
Expansion of your facility      Introduction of new management      Awards  
Community involvement      Scholarship awards given  
Participation in trade shows/conferences – speaking, exhibiting, panel participation  
New business alliance or strategic partnership

Shoultz & Associates can provide the professional writing and dissemination of your public relations, allowing you time to focus on your day-to-day business responsibilities.

Contact [Barry](#) right now to discuss a sensible, timely PR plan or call him at **651-653-0849**. We can send your release to print and broadcast editors/reporters in any key market, plus over 160 US vertical markets and their B2B trades publications, and even international markets.