

# Raise your profile

Getting your message heard





## Getting your message heard

**Public Relations is all about raising your profile and managing the image of your business that people see. It is about how you get your message out and how you communicate with your various stakeholder groups. It is used to gain trust between you and your customers, the business community, and other target groups that you consider to be stakeholders.**

Many people think that PR is just about writing press releases but in fact there are many different techniques that public relations professionals use as part of their PR campaigns. Some examples include:

- Media relations and lobbying
- Speaking at conferences
- Online viral campaigns
- Product/service launches
- Sponsorship

PR isn't always about short-term campaigns, such as product launches. It can and should encompass longer-term strategic aims, as it plays a big part in brand building and activities such as working with local communities and charities also come under the PR umbrella.

## Why PR

PR is unique in that you are not paying for inclusion in newspapers, trade publications or TV channels for the media exposure you secure. PR is much more valuable than paying for inclusion because the audience sees a non-biased, and therefore more credible story. It is the 3rd party endorsement that gives PR its power and credibility. Think about the things that your company has done that would make a good story, and how you can communicate this to the media. PR can also be used to turn negative press around, this is also known as crisis management. It is a useful way to change people's perceptions and make people sit up and take notice of your business.

## Benefits of PR

Because PR can raise your profile and make stakeholder perceive you in a certain way, it is a useful tool for gaining competitive advantage. It can open new markets, give more access to funding and investors, attract high-calibre employees, create a high value for products and services, and protect your businesses in times of crisis. All organisations, whether local or international, big or small, benefit from public relations.

## Read our other guides in the range:

- **Determining your USP**
- **Determining your market**
- **How effective are your communications?**
- **Know your tactics**

**Horizonworks Marketing is a strategic marketing company based in the North East of England specialising in the science, technology, healthcare and manufacturing sectors. We provide a range of services to clients including:**

- Marketing strategy
- Marketing planning
- Communications
- Branding
- Public Relations
- Events management
- Sales and marketing campaigns
- Mentoring



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