



## **Admire's Guide To Amazing PR**

We at Admire love PR, and we wanted to share our knowledge and expertise with you on how PR helps and benefits your business.

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## **5 Reasons Why PR Forms An Essential Part Of Your Marketing Strategy**

By definition, marketing is a series of processes of communications that engage with and meet the needs of the customer, bringing value to them. PR is one of these strategic communication processes that builds positive and mutually beneficial relationships between a business and their customers. You cannot have PR without marketing, and you can't have a profitable marketing strategy without using PR.

It just will not work, and here's why:

### **Brand Awareness**

Your company is not going to get any business if people are not aware of who you are. Any sensible marketing strategy will take awareness into account, as it is the beginning of any buyer's journey. PR can help build awareness by gaining coverage in the media, boosting your thought leadership profile, and working with influencers. One good story or one plug from a popular influencer can increase your sales overnight. Through brand awareness, PR helps build trust in your business.

### **Online Presence**

In today's world, we are becoming more and more digital, and during the pandemic, everyone has had to adapt to working from home and online. If you don't have a strong digital presence, your business will suffer. PR helps improve your online visibility by sharing your content to a wider audience.

PR will also help you to respond to a journalist's needs. You can research and find suitable opportunities to connect with a journalist. Being active online shows you are engaging with your clients and the press, which ultimately will help boost business.

### **Budgeting**

No business wants to invest lots of money in something that isn't guaranteed to provide a big return, especially when it comes to online advertising. With PR, you gain coverage across a range of media, helping you save money. PR helps create a word-of-mouth buzz that can attract more potential customers without paying the cost of ads.

### **Building Better Relationships**

PR is all about developing long lasting relationships. It helps your company build trust and provides value for your customers. You can devote time to directly interact with your target audience, attracting the right people to your business. This will help you build and foster

relationships with customers, who will provide honest feedback and spread the good word about your business.

PR doesn't only build strong relationships with clients, but helps to connect with influencers. PR focuses on nurturing mutually beneficial relationships between your business and an influencer, bringing in more clients and potentially more profit.

## **Positive Company Image**

Negative press can severely impact your business. It damages your reputation, and you can lose the trust of your customers. PR helps you develop the skills to rectify any issues your company may have, and it will help you provide positive content to counteract the negative.

PR helps show that your company has good will, whether you support a charity campaign, help the environment, or are active in the local community. It leverages positive publicity to show everyone you are a trustworthy company.

PR is essential to every marketing strategy, as without effective PR, your business can suffer from not reaching the right clients, not engaging with customers online, and not knowing how to deal with negative press. PR will help your business create more awareness, build vital connections with the media, and save your money, increasing your ROI. It's as simple as that, invest in your PR, and you will see the difference it makes to your marketing.

It is also important for your business to stand out and be memorable for your customers. The more you shine, the more likely your audience will promote your services and products.

At Admire, our aim is to help our clients shine bright, like a candle in the dark.

## **How To Shine And Stand Out Against A Competitor**

### **Be Recognisable**

It is important that your brand is recognisable. Use colours and logos that people can associate with your business. Be consistent in your tone of voice and the language you use. If people can identify who you are by the colours you use and the words you say, they'll easily be able to tell their peers about your business, and you will stand out more against other companies in your industry.

## **Stick To Your Values**

Customers appreciate an honest business. They need to trust you, and for them to do so, you need to be transparent. Be open and upfront about your company's values, and show your support for your local community. You will also stand out if you show your support for a charity and protecting the environment. Make an effort to do things to make a difference, and show your customers that you are trustworthy and have integrity.

## **Consistency**

Not only do you have to be consistent in the language and colours you use. Your products and services need to be consistent too. The way you interact with people, whether online or in person, will greatly affect how your customers view your business and whether you will stick in their mind. No matter what department, everyone needs to deliver on their work, ensuring that your target audience will always have an amazing experience with your business.

## **Be Different**

You need to be aware of what your competitors are doing. Don't get too hung up on their processes and the services they deliver, but have an idea. If you compare it to your business, what differences do you see? Are they being more innovative? Do you think their way of doing things is better? You need to get creative and come up with new ideas to help your own company stand out. Encourage your team to be innovative and ensure everyone is working together towards the same goals. Creating a positive work culture and environment will help your business and team develop new ideas and get not only your customers talking about you, but your employees too!

It is important to stand out in your industry, and putting your time and money into creating interesting and engaging PR campaigns will really help your business shine.

Standing out against your competitors is great to grab a potential client's attention. However, what will encourage them to choose you as a business? You need to ensure that your customers have an amazing experience. Ensure they are excited about you and want to spread the word, recommending your business to others.

## **Why Do We Need To Build Up Brand Loyalty?**

Do not forget about your customers once a sale is final!

Your brand is your company's identity, your name, logo, particular design, or font that people can recognise as your business, that is part of your brand. As a business, you want people to recognise your company and want them to buy from and support you. An important goal for any business should be to promote and build brand loyalty with their customers. A strong brand will increase the chances of repeat buyers, and therefore provides more opportunities for your business to expand and grow.

### **Up-selling Opportunities**

Once someone has bought from you, stay in touch, send them offers and show that you care. Building brand loyalty will increase the number of returning customers, and if someone returns, they are often easier to sell to. If you have a strong brand and have managed to build good relationships with existing customers, it is likely they will return and purchase again. These customers will trust you, providing opportunities to up-sell new products that you believe will have value to them. Repeat customers are more likely to listen to you and buy extensions and newer versions of products.

### **Creating Advocates**

Building customer loyalty will not only cause them to become repeat buyers, they will start advocating for your brand. If you guarantee that every customer has an amazing buying experience, they will start recommending you to their friends and family. Some customers may take it one step further and start sharing your posts on social media, highlighting your offers and deals, or telling stories about their great experience with your brand. This spreads your brand's identity and values, making more people aware of who you are and turning them into potential customers.

### **Better Recognition**

When customers start to spread the word about your products and services, your brand becomes more recognisable. If someone knows who you are and knows you are a reliable company, they are more likely to buy from you than from someone unknown. Building brand loyalty will cause more people to notice your business, and you will become recognised for being good at what you do.

Word of mouth is one of the most successful and valuable forms of marketing and PR, and you need to take advantage of it. Building strong customer relationships and brand loyalty is a great way to spread the word about your business, and ultimately you will earn more customers, and generate a bigger profit.

Another essential form of marketing is via social media. But is it PR?

We are often asked this question by our clients, and we have decided to provide you with an answer here!

## **Is Social Media Pr?**

It's a great question, as the breadth of PR activity is often misunderstood.

PR is about your reputation and building trust in you as a business person, in your brand, products and services. These days, most of us are on social media both personally and with our company or brand. There are plenty of opportunities online to develop that reputation and trust. So, for us, social media has everything to do with PR.

## **What Are The Benefits Of Using Social Media Alongside PR?**

Through the massive audience available on social media, we can amplify the impact of our client's editorial or media coverage.

We can use tools like LinkedIn to ensure that clients are connected with useful industry contacts.

We can also connect clients with key journalists and publications.

An established social media presence also provides excellent support for your PR coverage, as it gives potential customers a place to find out more and connect with you.

As PR specialists, we often work with our client's own social media experts or their in-house teams to make sure their social strategy fits in with their overall marketing strategy, and with any PR work we are doing as part of that.

## **Training your employees**

When thinking about your company's social media presence, you need to consider what your employees are saying. We recommend that everyone in your business has some training about how they should portray the company online. It's really important that everyone understands they are a brand ambassador for the business. That what they say and how they act is a reflection of the business and will influence how it is perceived by its customers and prospects.

If you haven't already done so, have a session with your staff to discuss the company's values and culture — listen to what they have to say. You'll be surprised how many ideas you will get (and you will probably get some great new ideas you can implement). It gives everyone the chance to discuss what's important from a brand point of view, and will give your staff the confidence to know what's good to share and what is less helpful.

You can follow this up with a social media guide that gives examples of good posts and further demonstrates why it's important for everyone to recognise their role as ambassadors. They are all part of the sales team.

You can develop a social media strategy as part of your PR to attract your audience and stand out against your competitors.

Accolades or nominations will also help you stand out to a potential buyer, showing that you are a leading name in your industry and recognised as experts in your field.

## **What An Award Nomination Can Mean For You**

Entering awards is a great way to put your business on a pedestal, and proves to competitors that you are a formidable force and here to stay. Just being nominated is an excellent opportunity to create some beneficial PR, because your business will be labelled highly credible. Award nominations garner many benefits, including an increase in brand awareness and recognition.

### **Publicity**

When you enter an award, you automatically obtain free publicity because you are put in contact with fellow nominees and even the judges. Your network expands instantly, allowing you to create more conversations around your business.

### **Experts**

When you are nominated for an award, your business will be reviewed by a group of judges who will decide if you are worthy of winning or not. If the judges announce you to be the winner, your target audience will have the assured knowledge that even after scrutiny, you are still the strongest competitor. Regardless of winning or not, being nominated means you are an expert in your field.

## Press Coverage

The press will often cover events, and an awards ceremony is a great opportunity to put your business in front of a number of influential people. You will literally be put on a stage in front of journalists, the media, and key players within your industry. When potential clients or customers see your business recognised on such a large platform, they will have the assured knowledge that you are a reputable company. Coverage is always great PR, because it will promote you in front of people who have important interests within your sector.

## Increased Morale

Being nominated for an award is a great way of increasing your confidence. As a business owner, you face many setbacks, so being recognised and commended for your achievements can be very rewarding and give you a much-needed boost. It can also boost the morale of your employees, who now work for an award nominated business, giving them the knowledge that their hard work is fruitful.

Gaining an award nomination is endlessly beneficial for your business. It helps your company in a multitude of ways, and just being nominated gives you a platform that provides excellent PR.

## Andrea's Tips

*Like with any form of marketing, consistency is key. Over time, you will be able to build up a formidable collection of press coverage, but it will take consistent work and a determined approach. Little and often. I always say we have to light the fire, but then keep it burning.*

