



Public Relations and communication – helping your business stay in touch

When you say the words Public Relations people immediately think of sending press releases to the media and organising publicity stunts.

Sure, these are a couple of aspects of what Public Relations can offer your business but they only form a small part of the benefits you get by teaming up with a great Public Relations professional.

The most important aspect of any Public Relations strategy is communication and joining in a two-way conversation with your target audience. This means that you need to research and listen as much as you need to talk.

An effective Public Relations strategy will help you:

- understand the needs and wants of your target audience
- build a communication strategy that will target your audience where they are
- make use of all available forms of communication, including newsletters, case-studies, by-lined articles, press-releases, surveys and events
- measure how effective your communication is

By assessing the functions, services and products of your business, public relations can help you build a strategic and ongoing communication model designed to create sustained coverage and communication and keep you in touch with your target audience.

We devise a strategy using communication methods that reach your specific target audience, such as:

- media releases to print/radio/tv media
- case studies
- by-lined articles
- newsletters
- surveys
- direct communication
- events
- press conferences
- press events
- client social events
- social media

create some buzz!



**Contact Ideas on to Action to discuss how public relations
can help grow your business**