



Public Relations – Frequently Asked Questions

What will the results of my PR campaign be?

Results are directly related to the newsworthiness of the story, and the amount of targeted follow-up (plain old fashioned talking with media people) that is accomplished by your PR people. Our job is to make your story newsworthy, put a clever angle on it, and get it to the right folks. For hot news you will get major pickups the same day in print, broadcast and online outlets.

How often should I issue a press release?

As often as you have a quality, news-worthy story to tell. Saturating outlets with a large volume of low relevance press releases is a common PR mistake that we see all the time. Clutter will burn out important outlets for you. Note too, that targeted pitching is the mainstay of getting placements, not press releases.

PR is writing a story and putting it out on the wire, right?

No. this is probably the most common and widespread misunderstanding we see in PR. This approach will rarely produce the results you're looking for. Effective PR requires careful story selection, marketing insight to identify the best 'hook', compelling writing, and skillful and persistent direct follow-up with media contacts.

How will we see the results of our PR efforts?

Good PR placements rely on in-person follow-up, so we often know immediately when we get a client's story picked up. We also subscribe to clipping services that clip and report on any mention of the client's product or service, in any media channels that we specify.

Can a firm located in Vermont get us national exposure?

Yes, we do it week after week. We generate effective press coverage for our clients based on our relationships with media outlets, the quality of our strategic marketing thinking, our writing abilities, and skillful personal follow-up. It's not about taking reporters out to lunch, it's about offering them content that their audience is interested in, and that editors will green light. In fact, we have an easier time of it by being in Vermont: we're known as a center for socially responsible and fine food businesses.

Can you get us on the *Today* show?

If we take you on as a client, it means we know that we can make your product or service newsworthy and interesting to the media outlets you're interested in reaching. We've had good success getting our clients on the *Today* show, and many other high profile outlets.

Which works better, advertising or PR?

They work equally well but in different ways. Advertising is a sure thing, in the sense that you control the where, the when and what gets said about your product. But advertising is you talking about yourself – so it's obviously advertising and comes across that way. PR offers less control – journalists will often edit your story. But PR is much more credible to your target market, since it's not coming from you directly, but from a source that is considered highly reliable to your targeted market segment.

Should I care about Facebook, blogging, Twitter?

Unequivocally: YES, YES, YES. You must have a presence in social media, and the sooner you start, the more you'll get from your efforts. Everyone wants that *Times* hit and the morning shows. But consider the new paradigm: Gen Y and the Millennial's largely reject the old model. They're media savvy, jaded. They want to receive the information THEY want, from the sources THEY trust, from the outlets THEY select. Getting searched well for your product in Google is on par with that coveted morning show feature. Your positive mention on a hot blog delivered to prospects' RSS feeds, on their iPhones, is gold. It's an integral part of PR now, and its critical. Get on board now, earn and learn, or get left behind.

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