

PR, publicity and their peers

Publicity, Public Relations, Marketing, Promotions ...
They're related, but different in their details.
They're how brands, ballers, books, and businesses become known.
Understand the basics of each and you'll appreciate what transpires
when they work together.

Identify



What do you want people to know about you? Sometimes it takes prodding, so we ask questions to help you identify the personality of your brand. It's your story. We help you tell it.

Crisis Communications



The best way to stem a crisis is to prepare for one before it happens.

Identify your chain of communication and have a spokesperson ready to tell the public what it needs to know when information is available.

Be prompt, Be honest. A coverup is worse than any misstep.

Marketing



Marketing is the melting pot for publicity and promotions. You might lend your name to an event, print a saying on a t-shirt, or create a project that gives back to your community. Connect with a similar business and cross-market.

One Rule:

Be creative so your fans notice.

Advertising



Advertising is a paid means to attract attention and business. Unlike public relations and publicity, it's not earned space. You may advertise on paper, online, with legacy broadcast media, or on the side of a truck.



Public Relations vs. Publicity

Public relations can help you create, maintain, and tweak reputations.

Publicity is a cousin to public relations and helps create a WOW factor. The most effective strategies are played out six months, one year, or are ongoing.

Public relations and publicity, driven by the information you provide, help attract media and public attention.



Social Media

Create and communicate your message or someone else will.

Social media is best used when you are, in fact, social. Among the most popular outlets for publicity are Twitter [no X], LinkedIn, TikTok, Instagram, YouTube and Facebook. Find out where your fans hang out then inform, interact, and/or entertain. Remember — it's social.



Writing

Every element of PR, publicity, marketing, or promotion is rooted in clean and concise writing. Styles vary for each purpose and there are appropriate uses for each medium.

We've Got this!

The good news is that we can help you get known — or better known. PR and publicity allow you to tell your story your way. We help you turn bystanders into fans.