



WHY PR IS THE BEST MARKETING TOOL

#DITCHTHEOVERWHELM



Why PR Is The Best Marketing Tool For Small Business Owners,
Entrepreneurs +Solopreneurs
Plus, 3 ways to repurpose content, templates + free tools!

If you're a small business owner, entrepreneur or solopreneur (heck, even if you're a bigger business!), you are probably being told to do ALL of the marketing things. Social media, SEO, email marketing, events, direct mail, text marketing, and the list goes on and on...

And, while I do agree that utilizing multiple channels is super effective, I also understand that you may not have the bandwidth, budget or knowledge to execute them all (at least right now).

This is where Public Relations (PR) can come in super handy! It is very effective, pretty easy to do, inexpensive (oftentimes it can be free) and can be used for any company/industry.

What is PR?

According to the Public Relations Society of America, "Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Basically, you're communicating with publications and podcasts to get your expertise in front of their audience which has lots of benefits!

Pretty awesome, right?

Why PR?

Simply put lots of birds, one stone.

PR can provide:

- Brand awareness-by getting in front of their audiences, you are being exposed to potential new clients and customers.
- Credibility and social proof-if someone else (i.e. a publication or podcast) trusts you enough to write about you or interview you, it instantly gives you credibility and shows that they trust you enough to work with you and potential customers see that.
- SEO (Search Engine Optimization) via quality backlinks-anytime you can get quality websites (publications or podcasts) to link back to your website it tells Google that you're trustworthy.
- UGC (User Generated Content)
 - Content created by someone that you share on your social media, email, etc.
You'll have built in content ready to go that you don't have to create!

How to Do PR

There are a few different ways to do PR (I am going to put them in my favorite order):

- Answer queries from websites that reporters use to source responses
 - [Qwoted](#) - this one is my fav and get a ton of clients featured (Newsweek, US News & World Report, USA Today and more)! There is a free option (2 pitches per month) or you can pay \$149/month for unlimited. It is worth it to pay if you are going to use this as a marketing channel. You can cancel anytime.
 - [HARO](#) - this has been around for a LONG time and I have had some luck with clients (Bustle and Homes & Gardens features) but it was recently bought and am hoping the results are better!
 - [SOS](#) - I am new to this one and excited!
- Pitch to publications
 - Create a pitch letter and submit via email to editors, writers, etc.
 - Watch the [training video here](#)
 - Here are links to everything you need to pitch that are discussed in the video:
 - [Story Angles Spreadsheet](#)
 - [Pitching Instructions](#)
 - [Pitch Letter Template](#)
- Guesting on podcasts
 - Everyone knows the podcasting world isn't going anywhere and I love guest podcasting for multiple reasons:
 1. You get to connect with the host and grow your network
 2. You get in front of their audience and they get to know, like and trust you
 3. You get content created without having to create it
 4. You get SEO backlinks from multiple websites where they host it
 5. Find podcasts with your [audience here](#) and [opportunities here](#)
- Press Releases
 - An official statement issued to publications giving information on a particular matter.
 - [Get the template here](#)
 - Can be submitted to local/regional newspapers, publications and/or online PR directories
 - [PR Newswire](#)
 - [PR Web](#)
 - [PR.com](#)
 - Online PR directories usually do have a price for each PR submitted
 - Local/regional newspapers + outlets are typically free
 - In all honesty, this used to be the biggest way to do PR and it worked...but it's now 2024 and while it is useful, might not be the most effective. That being said,

if you're a local small business (i.e. brick + mortar in your town that is marketing to consumers), press releases would be a HUGE thing for you. Additional tip: use the content in your press releases in your Google Business Profile posts for additional local SEO!

How to Repurpose PR Content

- Social media
 - Reshare their posts ○
 - Make your own with links ○
 - [Create audioposts \(podcasts\)](#) ○
 - Reels (if video is used in podcasts)
- Email Marketing
 - Include an excerpt and link to your article and/or podcast in your email campaigns
- SEO
 - Post the article on your website but be sure to include where it was originally posted and link to that website.
 - Use on-page SEO to gain traction with the article and/or podcast

Best Practices

- Engaging hook
 - If you're submitting a press release, your hook will be the title of the release. What grabs their attention quickly and why would they want to share it with their readers?
 - If you're sending a pitch, your hook would be your subject line. Why should they open it? What will grab their attention quickly?
 - If you're answering a query, what makes your answer stand out? Be sure to include it in the beginning.
- Provide helpful information
 - Answer their question and give more if you can! ○
 - Provide your expert insight ○ DONOT use fluff - they smell that a mile away
- Respond quickly
 - If answering a query, be quick! ○
 - If they respond to your email pitch, get back ASAP
- Be grammatically correct
 - They don't have the time or care to fix it and they are not going to use someone's answers that are not grammatically correct
- Be prompt, informative, concise and fun
 - If you're responding to a query, get to the point quickly but also show your brand value!
 - If you're on a podcast, please read what the host sends you before requesting, be prepared and on time and try to have a fun time while sharing your expertise!