

15 Tips on Gaining Free Publicity

Public relations is a means of meeting marketing and communication objectives in positioning.

If you want to maximise free exposure in the media, there are a few simple steps that you will need to follow.

Here are a few PR tools that you can use to gain effective public relations:

1. Issue press releases
2. Write feature stories
3. Provide exclusives
4. Provide quality photos
5. Take part in talk shows
6. Issue expert opinion about an industry issue
7. Make public service announcements
8. Include a forum or chat room on your website
9. Take part in trade shows, conventions or seminars
10. Develop the visual identity of the company
11. Support good causes
12. Hold a special event
13. Take up sponsorships
14. Prepare a newsworthy press kit
15. Write letters to the editor

Good publicity can have up to five times the effect as advertising in the same publication so hiring an industry experienced PR expert can be worth its weight in gold.

For more details on how we can help you meet your marketing objectives, contact AA Xposé Media Director/ Photojournalist Aldwyn Altuney

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