



# The Benefits of PR

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### What is PR?

Public Relations is about reputation - the result of what you do, what you say and what others say about you.

Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.  
(Chartered Institute of Public Relations)

According to CIPR, Britain's industrial leaders rate reputation as a company's most valuable asset, even above financial performance. With a responsibility for an organisation's identity and reputation, public relations can be key to opening new markets, attracting the best business partners, improving access to investors, creating a premium value for products and services and protecting business in a time of crisis.

All organisations can benefit from good public relations.

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### What can PR do for you?

#### 1. Build awareness

If you want people to buy your product or use your service, they need to know you exist and understand your unique selling proposition (USP). Brand awareness is vital to a company's success and whilst advertising may help, PR is viewed as more reputable and trustworthy, providing a credibility that other promotional options do not offer. Media coverage for your story, launch or charity event, for example, can generate the necessary consumer attention and get you noticed.

#### 2. Create interest

Stories in the media can entice your target audience to sample your product or enquire about your service. This kind of coverage, rather than paid-for advertising, makes what you have to offer more attractive.

#### 3. Provide detailed information

A well-structured PR campaign can result in your target audience being exposed to more in-depth information about products and services. Through articles, newsletters, social media and websites, for example, PR delivers information that can help prospective customers/clients gain a better understanding of what you offer. Media sources provide more space and time for the explanation of a product/service than an advertisement would allow.

#### 4. Spread the word

Social media makes it easy for you to develop your PR and create your own publicity, if managed strategically. What better way to spread the word about your product or service than through your audience? 'Word of mouth' is now 'word of Twitter', but it remains a vital component to the success of your brand/business. Any negative buzz can be handled quickly and relationships with your audience maintained.

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#### 5. Build customer relations

PR creates a beneficial opportunity for both the company and the target audience to communicate and develop a relationship. An excellent customer relation tool, PR is intended as helpful and informative, and with social media, it can provide a 2-way conversation, something advertising does not offer.

#### 6. Manage a crisis

In building relations with your audience and the media through PR, you are better prepared to manage a reputational threat. If you have invested time in building a reputation through the media, the public (and journalists) will be inclined to give you the benefit of the doubt should a crisis arise - at least they will already understand your business. With the contacts you have developed, you will be able to respond speedily to potentially damaging issues. PR doesn't just promote, it also protects.

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### What PR is not

#### 1. Control

Advertising is paid-for coverage and you can control what is printed or said. With PR, you cannot guarantee where or even if your story will appear and you cannot guarantee what the journalist will say about you. However, the overwhelming advantage of PR over advertising is that everyone knows adverts are purchased, whilst editorial cannot be bought. Credibility and trust are worth more here than the pounds paid for control over what is published.

#### 2. Easy or fair

You may have a fantastic photograph or event that deserves to be seen or heard, but there is always the chance that something catastrophic will happen elsewhere in the region/country/world and knock your story off the pages of the newspaper/magazine. There are never any guarantees with PR. But that should not stop you crafting the best story you can.

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### Is PR really necessary?

Yes! The benefits listed above are integral to the success of any organisation and no business plan is complete without its communication strategy.

Whatever your budget, it is worth investing in PR.

For expert but affordable PR guidance, see jag's PR packages. Tried and tested, and with a consultation included in most of the options, the packages are designed to meet your immediate and future communication needs.

You need good PR. Let jag press & publicity help you.