



Public Relations Strategies for Small Businesses

Emilee Kyle and Hannah Asmussen

Today's Discussion

What's the Point of PR?

Why Use Social Media?

Picking the Right Platform

Branding Techniques + Examples

Call to Action

Getting the Word Out

Other PR Tactics

Helpful Resources



FOR SMALL BUSINESSES, PUBLIC
RELATIONS IS THE KEY TO SUCCESS.

PR IS A COST EFFECTIVE WAY TO PROMOTE
YOUR BUSINESS
(MORE SO THAN MARKETING, AND ESPECIALLY, ADVERTISING)

70%

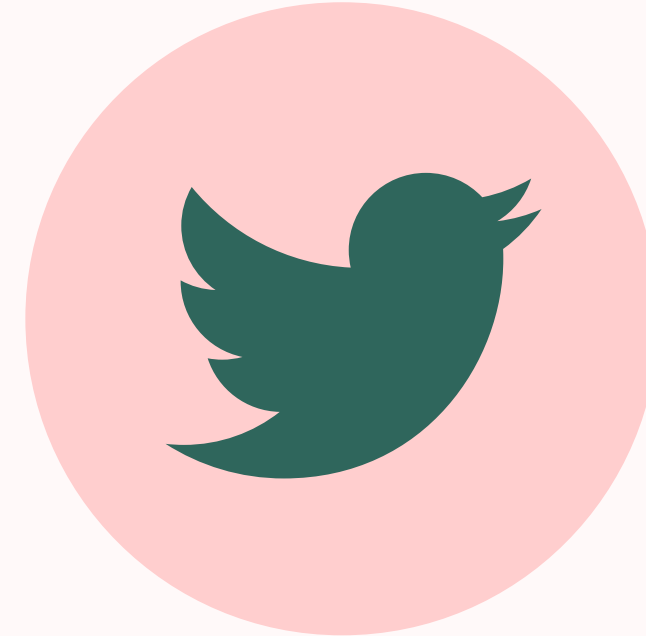
OF CONSUMERS PREFER GETTING TO KNOW A
COMPANY VIA ARTICLES AND ORGANIC
CONTENT RATHER THAN ADS



How many of you are currently using
social media to promote your venture?

(OR HAVE IN THE PAST?)

Social Media Platforms



Which Platform Do You Choose?

THINK ABOUT YOUR VENTURE

- How would it best be received?

IDENTIFY YOUR TARGET DEMOGRAPHIC

- The age of them will make a difference.

VISUAL VS. WRITTEN

- How is your venture best explained?

BRAINSTORM SESSION

TAKE OUT A PIECE OF PAPER



THINK ABOUT YOUR
VENTURE/BUSINESS/PRODUCT

- Who is your current target audience?
- Who are you trying to reach?
- Write down what platform you think would work best for your target audience and why.

Branding

Making your business visually consistent and able to draw customers in.



Keys of Branding on Social Media

CONSISTENCY

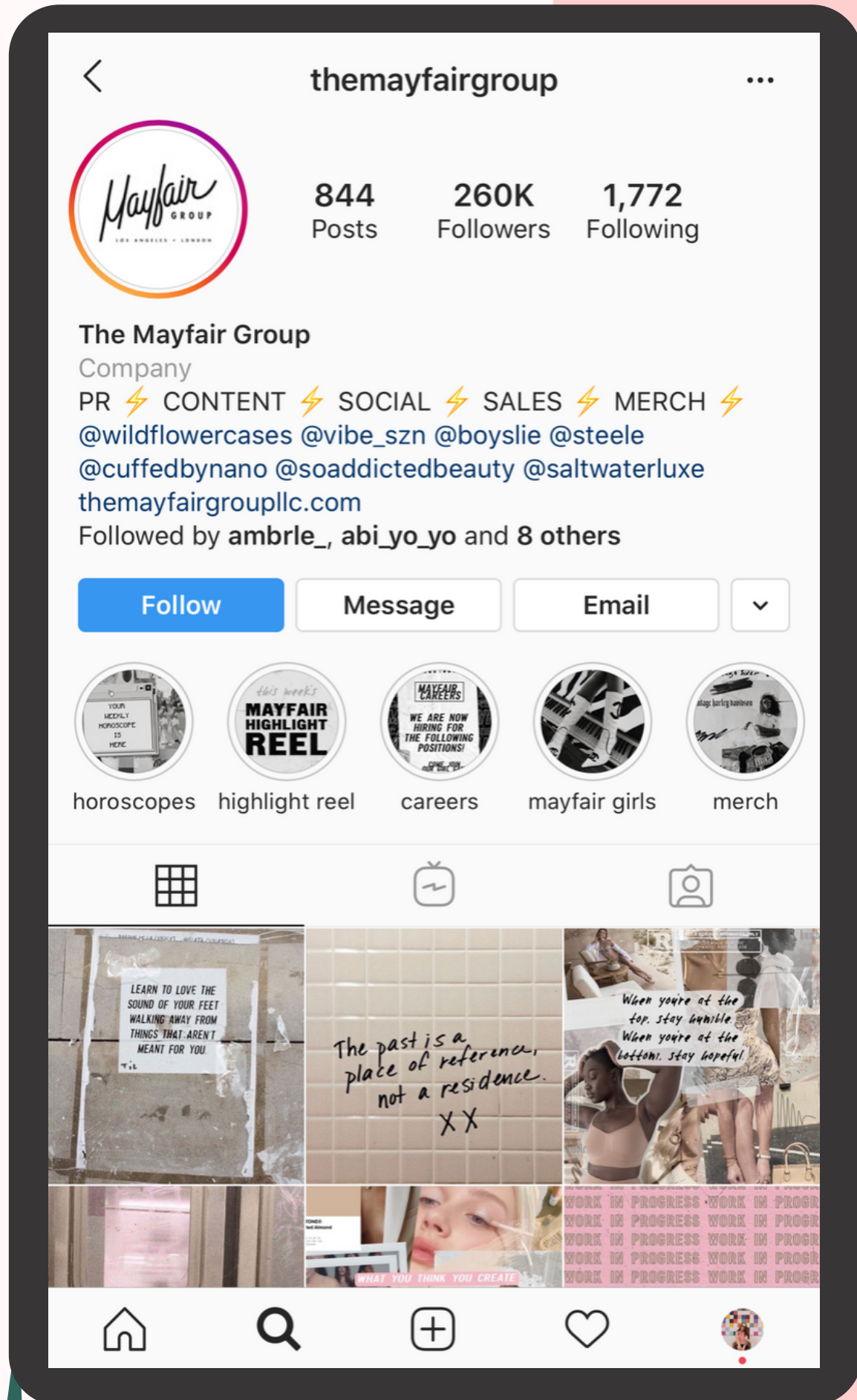
Once you identify your brand, don't keep changing it. Customers want reliability.

ENGAGING

Make your social media fun to look at and give a way for your followers to interact. This will help you gain followers and keep them.

CLEAN

Messy social media pages make people want to click away.

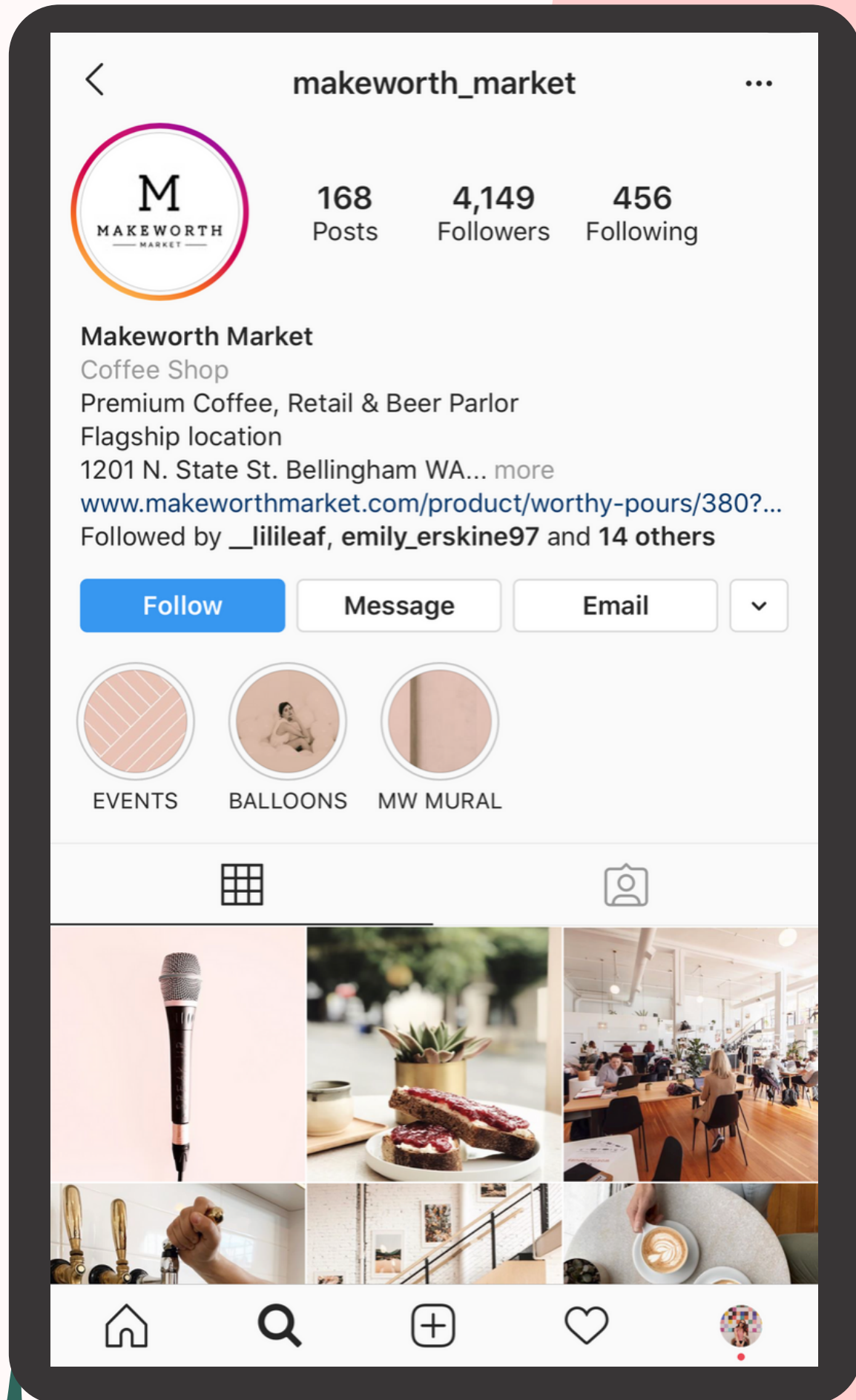


Branding Examples

The Mayfair Group

- Engaging and graphical
- Works best for a "brand," not as much for a consumer product

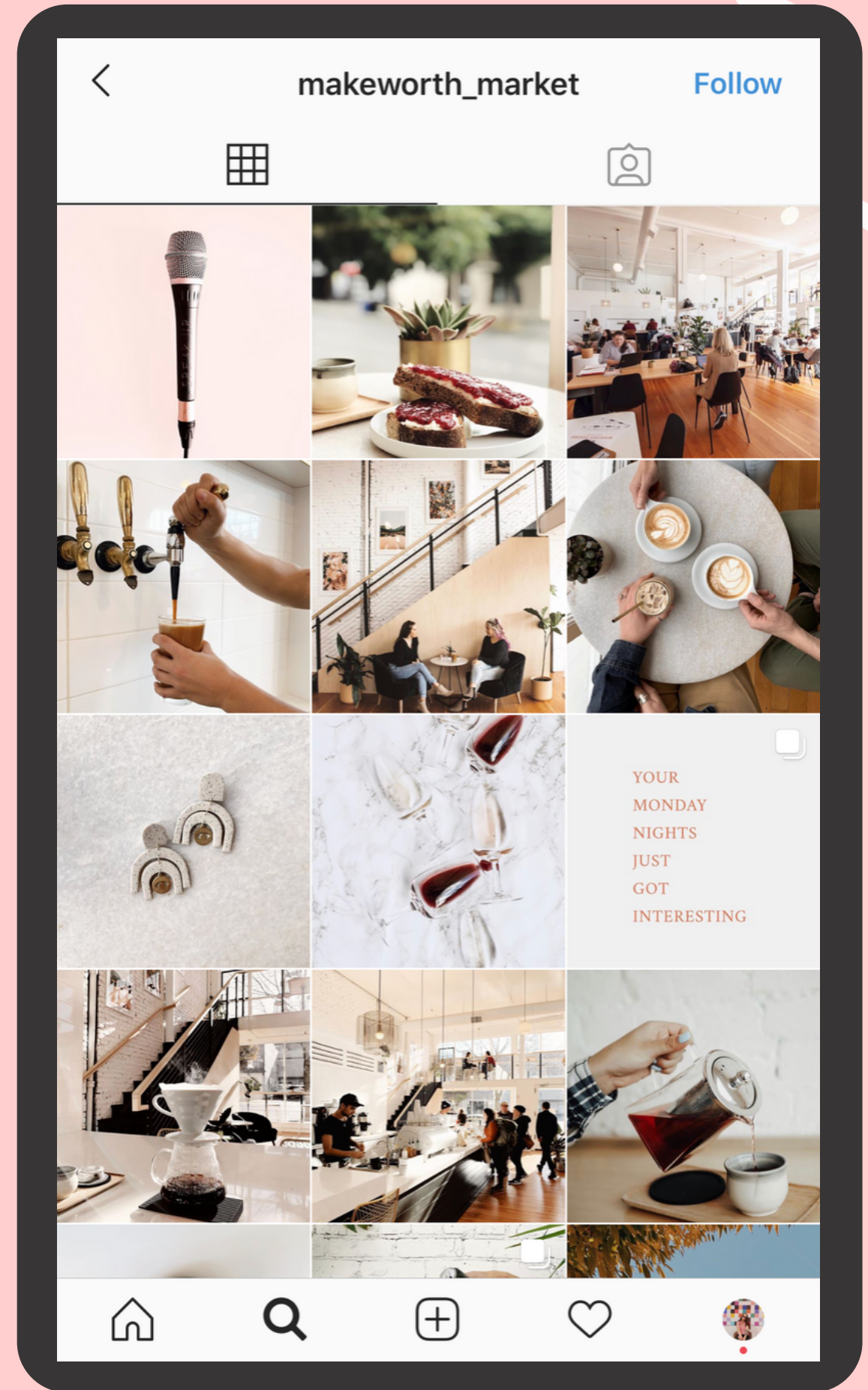


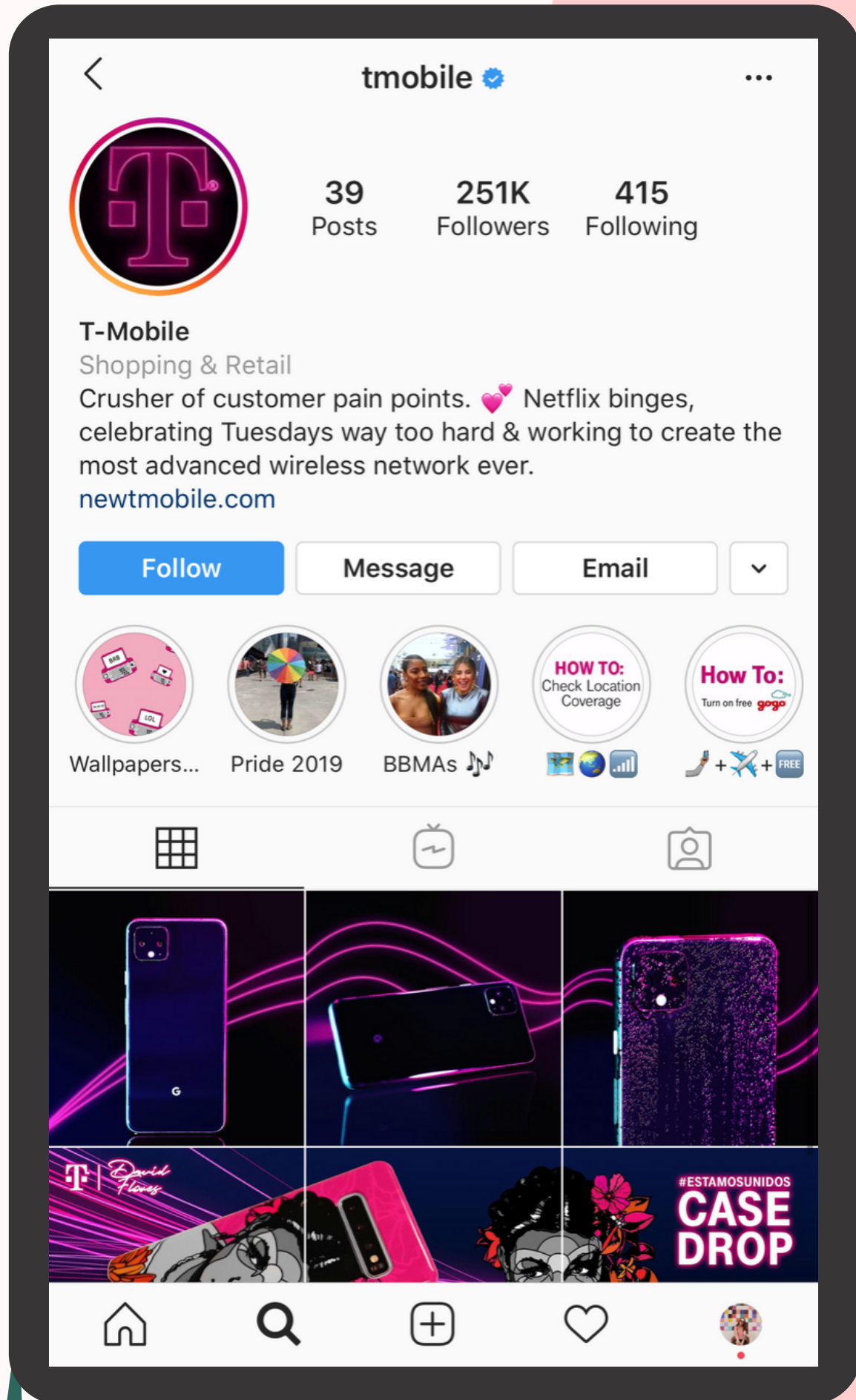


Branding Examples

Makeworth Market

- Crisp, Clean and Real

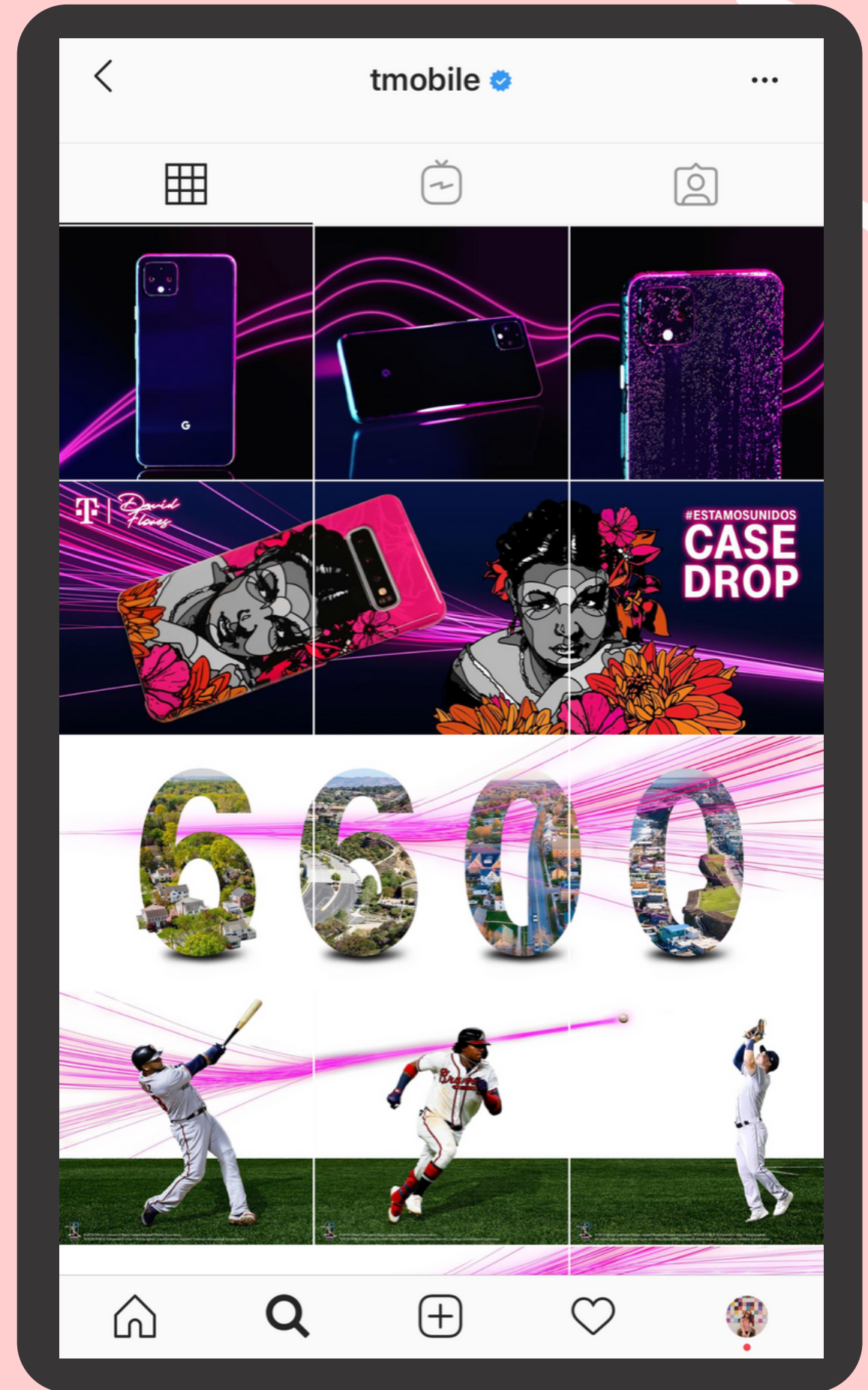


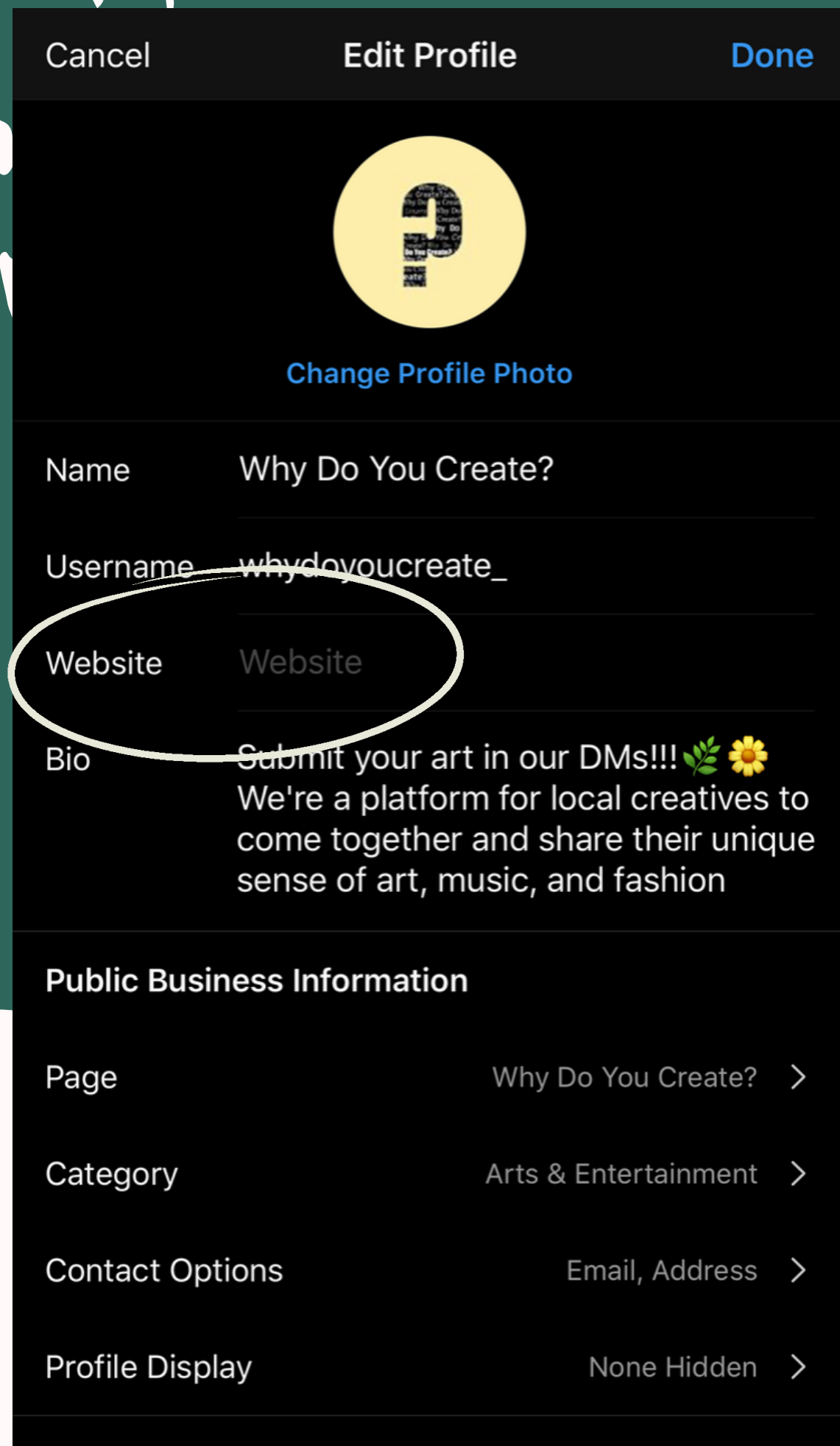


Branding Examples

T-Mobile

- Identifiable by a Color





call to action

The social media platform is your promotion and community outreach. Always be directing your audience to the way you make your money.

- ALWAYS Link to your website, store, event page or other social accounts in your bio. Otherwise people will ask "what's the point?"



Getting the Word Out

So you created your social media and branding... so now how do you get a following (and keep it)?



growing an audience

USE OF HASHTAGS

Identify key words that relate to your business and utilize them on social media.

BE INTERACTIVE

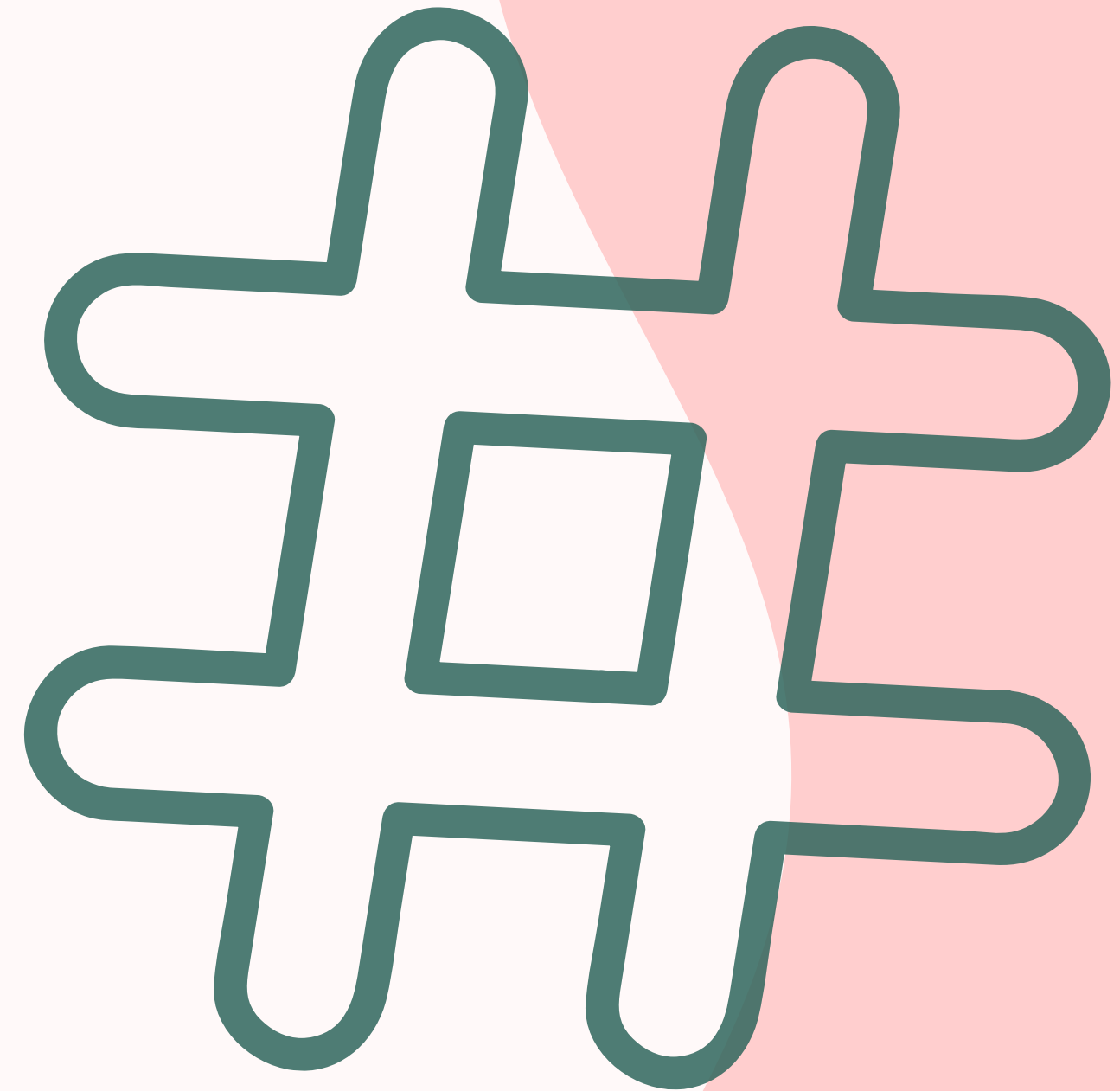
Repost people on your page, tag them and build those connections. This puts you on your audience's radar

UTILIZE "STORIES" AND HIGHLIGHTS

The features on both Instagram and Facebook stories make it easy to always have your presence be known.

BE CONSISTENT

Design a posting schedule so your audience can always be receiving consistent content.



check out this video from Later on how to utilize Instagram Stories effectively



OTHER PR TACTICS

Who is your audience and how do they receive their news?



EVENT PRESS RELEASE

CONTACT INFORMATION:

[Company Name]

[Contact Name]

[Phone Number]

[Email Address]

YOUR
LOGO

FOR IMMEDIATE RELEASE

[Headline: {Company/Individual} Presents {Name and/or Description of Event}]

{City, State} – {Company/Individual} will present {Name of Event}, taking place at {Location of Event} on {Date}, and featuring {performers, guests, showcases, etc.}.

{Company/Individual} is proud to bring {Name of Event} to {Location of Event} for {the first time, the tenth year in a row, etc.}. {Name of Event} will {further description on what will take place at event}.

[More details about event; include ticket prices, if applicable, and where/how to purchase tickets.]

[Quote from performer, guest, previous attendees, critics, etc.]

[Boilerplate about company/individual, event and/or any prominent performers and/or guests.]

###

Pitching to the Media

Identify your ideal target for a story about your business and send out a press release or pitch them an idea over email.

PRESS RELEASES

There is a very specific format for these (AP Style, Boilerplate, Logo). Might not be the most effective for some businesses.

EMAIL PITCHES

This involves reaching out to a certain media outlet and suggesting or "pitching" them an idea. This can take on many forms and there isn't a specific format. Probably works best for "smaller" businesses.

MDYC? First Event



EVENTS

This can be a great way to interact with your customers and generate news (and sales).

MDYC? x MakeShift



PARTNERSHIPS

Partner with a more well-known business/organization/influencer to throw an event or design a campaign.

Helpful Resources



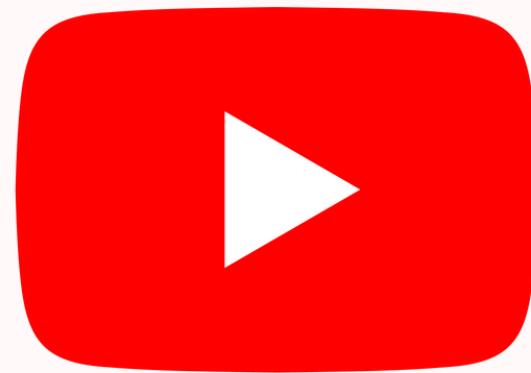
LATER.COM

They have tons of free training courses on how to use Instagram for businesses.



CANVA

This is a free app/website that will make it super simple to create content that is brand consistent.



YOUTUBE

This one is obvious but YouTube has the answers to any possible questions you may have about literally anything.



WE'VE JUST BARELY SCRATCHED

THE SURFACE

ANY QUESTIONS?

Thank You!



EMILEE KYLE



HANNAH ASMUSSEN