



Focused PR/Communication

for the small
independent business

Peter Kowalchuk

June 16, 2017

Today in History...

- Something monumental happened
- What was it?

44 years ago today...

I married the love of my life!

(and here I am doing this damned presentation.
What was I thinking!)

Today's Focus

- How to use best PR/Communication practices in your business, no matter the size
 - To make you and your business known
 - To acquire customers/clients
 - To grow business with existing customers/clients
 - To maintain positive customer relationships
 - To manage perceptions, especially in crisis
 - To manage issues of importance
 - To employees,
 - Communities,
 - Legislative,
 - Industry,
 - Partners/Investors

PR = Media? Not These Days

- Today it's not the press release, in fact it shouldn't be
- Focus should be on "talking" to just your clients and targets
- There are many direct channels to get messages out to different publics, all rifle shots, not scatter guns
 - Website
 - Social Media
 - Trade Pubs
 - Meet Ups
 - Conference Presentations
 - Targeted Direct Mail
 - What else?

Highway Traffic Example

PR = Marketing + Story Telling

- Your story is marketing you and your company
- But it's not about you, it's about your target
 - Those you're already doing business with
 - Those you want to do business with
 - Those you want to influence
 - Those you've lost and want to win back
 - Those you want to help tell your story
 - Your employees
 - Your management

F9 Example

It's Your Story – Do It Right

- WHY are you telling your story?
- WHAT do you want to happen from your story?
- WHO do you want to hear and act on it?
- HOW are you going to get your story out?
 - Personal channels
 - Customized email
 - Social media
 - Events
 - Promo mailing
 - Trade articles, white papers
 - Conference presentations
 - Events

Repurpose

Your Story – Keep It Simple

- Your WHY is guide to strategy
- Your WHAT dictates content
 - Keep it simple: one or two key points
 - After you've prepared your story pare it...discard all that doesn't add to your story
 - Include only what adds importance to your message
- Your WHO leads to correct audience targeting
- Your targets help you determine HOW you'll get your story out

HSD RIF

Your Story – Tell It, Tell It.....

- My mantra: “If you’ve told them just once, you haven’t told `em”
- Tell your story over and over using different channels until you’re sick of it, then someone might have heard, remembered and acted on it
- Repurpose your message for use in different channels
 - Media release → Tweet, Email, Targeted snail mail
 - White paper → Media release, Social media
Email offer, LinkedIn post
Opinion piece, etc.

Your Story – All Done? WAIT!

- No matter how hard you work and time you invest, there's no guarantee of pick-up by traditional media
- That's why press releases are not the best channel
 - Too little control
 - Too much expense
 - Too little chance for pick-up, even with all the media out there
- That's why it's best to consider targeted new media
 - Great control
 - Very low expense
 - High possibility for lots of views

Other Thoughts - Employees

- Don't forget open communication (2-way) with employees, they can influence every one of your publics
 - Your customers/clients, prospects
 - Your communities
 - Your electeds
 - Other employees
 - Regulators
 - Media
 - The world...by way of the internet

Other Thoughts - Crisis

- Anything can be a crisis
 - Loss of business
 - Product failure
 - Bad employee behavior
 - Disgruntled employee
 - Regulators
 - Rumors
 - Unforeseen media calls
- Even good news can create crisis
 - Business growth through acquisition means lost jobs
 - New product delayed causes business failure

Other Thoughts – Crisis Mgmt

- Plan for crises with roles and responsibilities
- Make everyone internally aware of plan
- Test the plan...rehearse
- Make all stakeholders, clients, etc. aware of what you're doing to reduce possibility of crisis
- When crisis happens
 - Get the facts; say nothing until you have the facts
 - Media moves too quickly when crises occur, use social media to correct inaccurate reports
 - Same "story" to all
 - Never "no comment"



QUESTIONS?



TABLE TALK

Situations (pick 1)

- Your firm has developed a new product/service. What steps do you take to introduce it?
- A former employee...one you've let go for cause...has contacted the media, accusing you and your firm of unethical behavior at great cost to your clients. What do you do when the media call asking for an interview?
- You've received a very attractive offer to buy your company or invest in your firm by a company that insists on strict confidence. The media calls about it. What do you do?
- Legislation is being proposed at the state level, which if approved, could bankrupt your business. What do you do?



THANX!