

The logo for mezzo consultancy, featuring the word "mezzo" in a white, lowercase, sans-serif font. The letter "o" is a light blue color. The logo is centered within a dark purple rectangular box.

mezzo

PR, PROFILE & PROFIT

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WHAT'S YOUR PROBLEM?

My product is great, but no-one knows about it
(awareness)

We can't get to see buyers – we're not even on the
radar (credibility)

We just can't recruit the right calibre of staff
(reputation)

PR BUILDS BRAND PROFILE

People prefer to buy both products and services from companies they've heard about, endorsed by others; personalities, journalists or bloggers they like and trust

PR is the only marketing tool that builds **credibility**.

We're talking about **reputation**

Being visible - Being sought after

WHAT IS PR?

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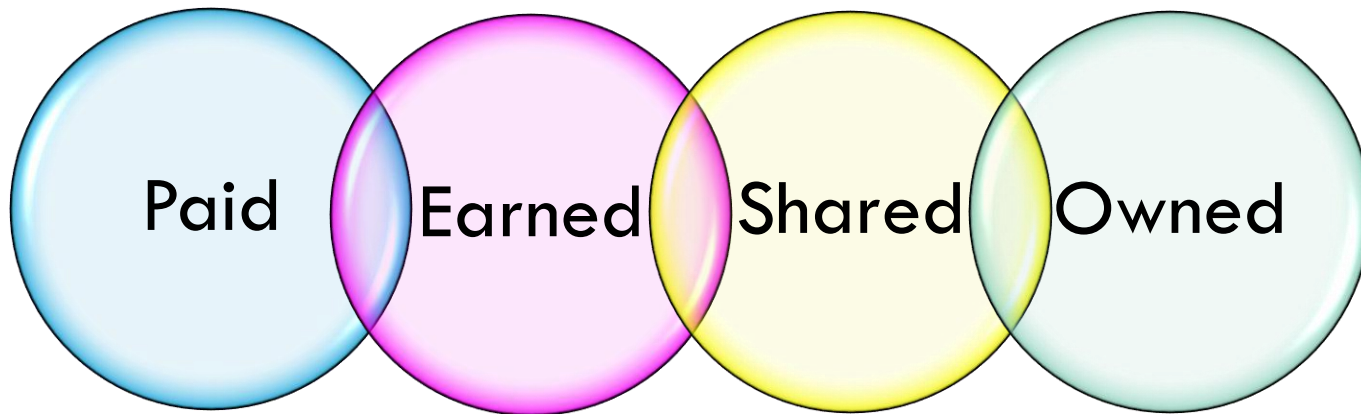
Institute Public Relations - ‘the way companies, organisations & individuals communicate with ‘publics’ and the media.’”

Public = just people important to you; Customers, prospects, staff, suppliers, investors, stakeholders, opinion formers, your local business community, local newspaper or radio, trade press

Relations = the way you communicate and connect = dialogue & 2 way conversations = **understanding**

PR = Raising Your Profile – creating awareness, managing reputation & what people say/feel about you, your brand & your business

RAISE YOUR BRAND PROFILE



Using owned, earned, shared and paid media, you can take your content and coverage further, build your brand profile and maximise your ROI.

EARNED, OWNED, SHARED, PAID (PESO)

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Earned: PR = develop & nurture closer relationships with media in specific titles, sectors - locally, regionally, nationally. Digital content has a long lifespan

Owned/Shared: Today you're a publisher - writing and publishing news stories & content on your website, e-newsletters & on social. By talking directly to customers and through genuine engagement, you can build lasting bonds.

Paid: Advertising, PPC, Sponsorship, Events, etc, etc,

WHAT'S YOUR STORY?

If your stories are all about your products and services, that's not story-telling. It's a brochure. Give yourself permission to make the story bigger.

Jay Baer

Author, consultant



A NEW FARM TO FORK VENTURE

Third generation, local farming family

New fork-to-farm shop – opening with a 4-week lead-time

Promoted on social media, printed flyers, a new website, banners on hay bales locally on major roads nearby

News story prepared for local Leicestershire and Melton media contacts

Approached local BBC Radio Leicester presenter interested in food, food provenance, and who lives nearby

Pre-opening radio interview with farmer / business owner

Coverage in Leicestershire/Melton media/radio

Successful Saturday opening event – local cricket celebrity cut the ribbon

BBC Radio Leicester presented follow-up show from the farm

TOP TIPS

Have a plan

- Tell your story by drip-feeding relevant content, news and stories

Tell a local story

- There's power in niche and hyper-local communities. You don't have to be a celebrity or captivate a national audience.

Quality not quantity

- Target a handful of relevant influencers

Say No to Spin!

- Don't try to be something you're not – be yourself and talk about your business in a genuine, engaging way.

Have a tangible presence too

- While so much is online - it doesn't mean you can't have a live, physical presence – hosting & sponsoring local events. Create a platform and help shape a community that supports you and recommends your business to others.

IS PR ON YOUR 2019 RADAR?

If I was down to
my last dollar,
I would spend it
on public
relations

Bill Gates

Chairman Bill & Melinda
Gates Foundation, Microsoft



A good PR story
is infinitely more
effective than a
front page ad.

RICHARD BRANSON

