

What about PR in this economy?

As we move forward through the current recession, businesses are facing different economical challenges. There are dangers of quick reactions and drawing a red line through communications and advertising budgets. More than ever, it is important to continue with public relations initiatives during this time and communicate with clients, shareholders and the media.

There are many PR tactics that can take place without spending a lot of money and using up valuable resources. Like many other things, being creative and getting the most bang for your buck can work with your communication planning. It's time to beef up your public relations tactics!

Public relations is one the most cost-efficient tools available which can help your budget when money is tight. What exactly is your company doing during this time? Did you have good quarterly results? Did an employee reach a new goal that could be promoted? Do you have any new products or services that could be pitched to the media? Utilizing online public relations is also of great value and typically can be done by the business owner. Generating a new blog and posting regularly keeps clients up to date on company business or emailing a monthly newsletter notifies those most important to your business, what the company has been up to. Keeping the company website up-to-date and distributing information to key contacts is also important.

It is critical to keep your company at the top of your customer's minds. Putting money into a large advertising campaign, although effective, may not be what's best during this time but it's crucial to embrace creativity and figure out ways to stay committed to your message, reach your target audiences and position your company for the future.

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