

Gear Up for the New Year With Free Publicity

So you've decided that getting your name out there is going to be one of your major goals for the New Year. But how do you do that on a limited budget?

That's where publicity comes in. And you can do it. It just takes time - and a plan. Here are the seven basic steps to creating a plan:

1) Decide who your target market(s) is. There may be more than one, but your target market is not everyone. A good way to find out is look at who currently buys your product or service and create a profile of them.

2) Write down three strategies you will use for each market. They can include:

Speaking/workshops

Press releases

Articles

Ezines or print newsletter

Letters to the editor

Postcards

Networking events

Blogging

Podcasting

3) Set a measurable goal for each strategy. How many speaking engagements do you want each quarter? How many releases will you send out each month?

4) Write down several topics or themes. Create at least one for every goal you set.

5) Learn how to do each of the strategies by researching. There are hundreds of articles and tips on each PR strategy on the web. All will help you implement your plan better.

6) Schedule time each week to work on your goals and strategies. Research shows that a small business needs to spend about 20% of its time marketing. And if you're a new business it's more like 50%.

7) Evaluate every 3 months to see how you're doing. You may find that some strategies aren't working well, and others are really paying off. This way you can discard what ineffective and change your focus, if you need to.

Businesses that want a leg up on their competition need to focus on boosting their public relations efforts. This keeps them from going under when the economy is weak, and gets them ahead of their competitors when sales start picking up. With a New Year approaching, now is the perfect time to get a fresh start on your PR planning.

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About the Author

Shannon Cherry, APR, MA helps businesses, entrepreneurs and nonprofit organizations to be heard. Subscribe today for Be Heard! a FREE biweekly ezine and get a FREE special report. Go to: <http://www.cherrycommunications.com/FreeReport.htm>