

Promote your Business

The power of publicity is profound. Publicity generates multiple opportunities for greater sales in and development of your business, and in the long term helps consolidate your identity, credibility, and reputation. Yet it doesn't need to be expensive. Often a free article holds more appeal and recall in the mind of the consumer than a glossy and expensive advertisement.

So how do you build publicity for your business? You do not need to contract an expensive PR firm or publicist. Remember PR stands for Public Relations. It is not about brazen billboard advertising campaigns but rather, it is all about building relationships with the public. How do you do this? By communicating, fulfilling needs, informing, and sharing.

All you need is a good understanding of your business, a desire to build it, and a touch of creativity. Here are some simple and cost effective ways in which you can generate attention, highlight your business, and build relationships with the public.

Networking

Networking enables you to filter your business name through the "word of mouth avenue". And it does not require a great investment of capital or time. Why not join clubs, groups, and forums; attend seminars; and even online chat rooms. Most of these are free or require only a small subscription fee and provide you with access to a huge network of word of mouth publicity.

Join the Speaking Circuit

Many clubs and groups are looking for guest speakers who can talk informatively and engagingly about an interesting topic, and in turn this provides you with a chance to showcase your business and expertise to a captive audience.

Articles and Press

You can further enhance your credibility and reach by writing articles about your area of expertise for print and online publications. Get your name in print by letting the press know about new product releases and any other interesting news about your business with a simple telephone call or email. Remember it is always great

to relate your business to something topical—for example a current event or emerging trends. Write letters to editors and don't forget columnists are often looking for products or services to showcase. (See if there is an email address and simply email your details through.)

Sponsor an event or provide prizes

Sponsoring an event could be as low key as your child's school newsletter or as big as a fun run. Offer your products as prizes, free gifts or fundraising items. You could also offer these to magazines or newspapers who often feature "giveaways" with subscriptions.


Enter Business Awards

There are numerous business awards that provide a great vehicle for publicity even if you do not win the top award. They range from the local community business awards to others such as Catalogue awards or wedding industry awards.

Get Online

In today's environment a website plays a critical role in promoting your business and building relationships. It is very economical to develop a website—you can personalise established templates quite easily and effectively, and for minimal outlay secure a compelling online presence. On your website, include information about yourself, your products, and the business.

There are also many great forums, chat rooms, and business sites in which you can promote your business. Websites also offer a great opportunity for you to publish articles electronically with a link at the bottom to your website or email address. For example, the Femail.com.au site encourages users to submit articles and the Women's Network Australia (womensnetwork.com.au) site profiles a different member and their business each week.

As you can see, there are many channels and mediums in which you can build your profile. Don't forget that whichever channels you use, the information filtered through each one should be the same—a consistent message about your business. The layers of publicity should build up so you achieve a strong, credible and compelling profile in the public arena. Good Luck! 



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