

television rather than just quoting them in print.

4. Social media

Using social media platforms is cost effective and in many cases a free and easy way to build awareness around a business or brand. Content is also not as reliant on news values. Social media is a great way to highlight other coverage received – stories published, reviews received, case studies or new contracts awarded. Initially ask family, friends and staff to like and share with their contacts – this will help expose the business to new customers.

5. Focus on reviews

Seek help from other key and prominent players in the industry to align with your product. A third party endorsement is far more effective. Determine who your loyal followers are and partner with them in order to share your good news story. Research conducted found that almost 90 percent of respondents made buying decisions based on online reviews. Constantly promote good reviews.

There are numerous other ways in which public relations can be used creatively to generate business. Never disregard your idea of how it can be applied making sure to evaluate it critically.

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