

How to get publicity for your small business

Publicity is a great way of spreading the word about your small business without the expense of using paid for advertising or other marketing tools. The sometimes-tricky bit is coming up with an idea to get the media to notice and speak to you

Before you get started it is important to decide what you want the publicity to achieve (more brand awareness, an increase in visits to your website; more sales leads) think up some stories and then send a press release to the relevant radio stations, magazines, websites and newspapers.

To get you started I have come up with a few ideas that can help get you publicity.

- **Introduce something new or improved**

Are you the only company selling x, y,z in your area? The media will be interested in this or perhaps you've made an improvement to one of your products or services which will benefit your customers or local community.

- **Mark the passage of time**

Is your business celebrating 5, 10, 100 years in business? Let people know, this may not always work for the media but can be the basis of a blog and used on your social media. Alternatively find a newsworthy hook for the story.

- **Win an award**

Award winners are a press staple. Most papers you pick up will have a story about a recent award winner. So get applying for awards relating to your industry and if you win don't rely on the publicity organised by the award organisers, do your own.

- **Get involved with a charity**

Don't just give your time, do something different, give your time, product, or better still use your staff and resources to do something different that will also raise cash or help a charity. It's even better if the charity is relevant to your business.

- **Survey your customers**

Facts and figures from surveys are popular with the media. Start surveying and spread the word about your findings.

- **Give something away**

Newspapers love running competitions. They usually set a value for what the prize needs to be worth but for what is usually a relatively small cost to the business you'll get space to tell everybody what you do, attract a new audience and also the possibility of some data capture of people who were interested enough in your product to want to enter a competition, these people are potential customers.

- **React to a current story**

Give your opinion on something in the news (national or local) that's relevant to you. Try and add some value to the original story.

There are numerous ways to get free publicity and it is hoped that this list will go some way to getting you started.

If you need help with raising awareness of your company or a chat about the sort of things you can do email me at sayhello@beckandcallpr.co.uk or visit www.beckandcallpr.co.uk

