

Free Pr & The Truth About Successful Media Campaigns

The biggest problem with PR is that few give it a real shot. I'm not saying that public relations companies don't sometimes drop the ball, certainly some campaigns fail because of poor story ideas and improper execution; but often media campaigns don't succeed because they're never given a chance. If you're looking to launch a successful PR campaign in a month, you might as well throw your money out the window. Whether you launch a campaign yourself or hire a firm to launch one for you, you need to give it time to grow; you need to contact the right people, be consistent, tenacious, develop new story ideas and allow the process to take its course. Once you start landing articles or TV coverage, you then need to maximize your media. It's important to use that media to garner more media, but you also have to learn how to utilize your media coverage on the Internet, in your advertising, marketing and promotion and marketing your business to business dealings.

A PR campaign is not a business fire sale or a fly-by-night marketing approach. It is a consistent, systematic approach to reaching your target market, building your brand, establishing your expertise and gaining validation and credibility. Offers that focus on free PR, or how to do PR at no cost whatsoever certainly sound enticing, but as with most things in this world, you get what you pay for. If you want to learn how to launch your own campaign you have to pay in time and make at least some investment in buying information that will teach you the media relations basics; if you're able to hire a professional firm, you're going to invest more financially, but will be buying expertise, media contacts and industry know how. Whatever your approach, if you understand the nature of the process, use some creativity and give your campaign time to build and grow, you'll find that launching an effective public relations campaign is more than worth the investment.