



WORDS

YOU CAN USE

5 CLEVER WAYS TO GET YOUR BUSINESS NOTICED BY THE MEDIA – AND WHY YOU SHOULD USE THEM

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WHAT MY
PARENTS
THOUGHT I
DID...





WHAT WE ACTUALLY DID...

WHY SHOULD YOU GET MEDIA ATTENTION?



IT'S CHEAPER THAN
PAID-FOR
ADVERTISING



IT BUILDS YOUR
BRAND



IT DRIVES MORE
VISITORS TO YOUR
WEBSITE



IT BUILDS CREDIBILITY



PR IS 88% MORE EFFECTIVE THAN ADVERTISING

'ADVERTISING IS WHAT YOU PAY FOR, PUBLICITY IS WHAT YOU PRAY FOR'



ADVERTISING – PAID, BUILDS EXPOSURE, AUDIENCE IS SKEPTICAL, PLACEMENT IS GUARANTEED, COMPLETE CREATIVE CONTROL, MOSTLY VISUAL, MORE EXPENSIVE, SAYS 'BUY THIS PRODUCT'



PR – EARNED, BUILDS TRUST, THE MEDIA GIVES YOU THIRD-PARTY VALIDATION, NO GUARANTEES (PERSUASION NEEDED), USES LANGUAGE, LESS EXPENSIVE, SAYS 'THIS IS IMPORTANT'

5 CLEVER TRICKS TO GET COVERAGE



RUN A
COMPETITION WITH
A MEDIA PARTNER



PIGGY-BACK ON
THE NEWS



CREATE AN EVENT



PICK YOUR
MOMENT



NURTURE
RELATIONSHIPS



THANKS FOR LISTENING!