



Public Relations Kit For Dummies (For Dummies (Lifestyles Paperback))

Eric Yaverbaum, Bob Bly

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When it comes to marketing, nothing beats good word of mouth. But how do you get your customers talking? This friendly guide shows you step--by--step how to create and implement an effective public relations strategy for pennies on the dollar compared to the cost of advertising. Public Relations Kit For Dummies gives you all the tools you need to spread the word about your product or service, without a PR agency. All it takes is effort and the straightforward guidelines you'll find in this helpful guide. If you're a small business owner or manager or an entrepreneur, good PR will give you an advantage over your competition. If you're a corporate manager or executive, you need an effective public relations program to communicate with your target market without increasing ad spending. In Public Relations Kit For Dummies, you'll discover how to: Map a winning PR strategy Grab attention with press releases, interviews, and events Cultivate good media relations Get print, TV, radio, and Internet coverage Manage crises This book is packed with successful ideas, techniques, and campaigns that really worked -- and you can customize them to fit your clientele, product, or service. This friendly guide shows you how PR works, how to brainstorm for creative ideas, how to deliver your message to the media, and how to create buzz. And there's more: Developing and stick to a budget Building an in--house PR department Specific PR tactics like contests, surveys, and tie--ins Company newsletters Writing query letters and pitch letters Handling yourself in interviews Turning bad press into good publicity Developing a contact list Specific strategies for radio, TV, newspapers, and new media Handling crises Measuring PR results The book also includes a CD--ROM full of helpful PR forms, checklists, and templates; lists of resources like PR firms and media outlets; and software programs that makes PR simple. If you want people to notice your product or service, Public Relations Kit For Dummies is the only resource you need.

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