

PR for Small Business

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5 PR Tips to Follow

- Find your voice/niche
- Develop your story
- Know the *right* media & connect
- Stay top of mind
- Leverage Social Media



Find your voice

- Know your business before you start pitching (elevator pitch).
- What makes you unique? How are you different from the competition?
- Who is your target and what is your goal from the pr?



Develop Your Story

- Is it timely (based on current event)?
- Is there a personal interest?
- Is there a charity element?
- Is there a holiday connection?
- Is there something related to art, theater, books?
- Is there a local connection?



Know the *right* media & connect

- Do your research! Each journalist/reporter has their own 'beat;' all papers have specific location coverage.
- Some papers have features about new/unique businesses.
- Introduce yourself and offer expertise as source for future.
- HARO



Stay Top of Mind

- Don't stop at one press release
- Put together an editorial calendar of potential stories and photo opps
- Send pictures with captions
- Share recent blog posts
- Plan an event
- Seek out speaking opportunities



Leverage Social Media

- Facebook, Twitter, LinkedIn, Google+
- You have control over your content
- Share what the media doesn't pick up or show
- Find media contacts on Twitter
- Connect with current, potential customers



Questions?

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