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Public Relations Marketing **ON A BUDGET**

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Public Relations Marketing on a Budget

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Introduction

It can be difficult making a case for your business in a world that's increasingly noisy. Getting publicity and engaging in public relations is often seen as an expensive and sometimes time-consuming affair. What can you do when it comes to PR and marketing on a budget? Let's have a look at five different ideas for you to try.

1. Building Up Those Relationships First

When you boil it all down so to speak, public relations are all about networking. It's important to build up a relationship with individuals who are responsible for media promotion. In this way, you can often generate publicity for your organization that's essentially free.

Remember that individual journalists are always on the lookout for a new angle and stories that they can promote to their readers and viewers. While some of them are entirely proactive and go out and find the answers they're looking for, many will nevertheless rely on input from public relations officers and publicists. There's nothing to stop you from being a publicist for your organization without having to spend a lot of money on creating and distributing professional press releases.

To start the ball rolling, it's necessary to conduct a certain amount of research. You need to determine where you want your message to be seen regarding media outlets and publications. Ask your virtual assistant to do this research and to create a spreadsheet with all the relevant contact details.

Get to know the journalist who covers your area of interest by first studying their writing style and what they normally focus on. Get a good feeling for the type of audience they like to talk to and focus on the type of "hook" that they like to use when spinning the story. To put it another way, what seems to be most of interest to them and their readers; considering this, how could you "sell" your story to them down the road?

Once your virtual assistant has taken the time to gather all this information and come up with an assessment of the journalist, then it's time for you to introduce yourself and your organization. You don't have to try and sell yourself or your story