

How to Guide Advertising and Public Relations

Advertising and public relations is an essential part of gaining new customers and keeping existing customers to increase sales and grow the business.

A successful advertising and PR campaign communicates the strengths of your product/service to your target customers in a compelling, memorable way. But done poorly, a campaign can alienate customers and harm your brand image.

This article will provide you a step-by-step guide to advertising and public relations so you can execute a solid campaign that will help you meet your goals.

Keys to successful advertising and PR

- Long-term strategy and commitment
- Clear objectives
- Don't lose sight of your USP
- Focus on customers
- Keep it simple
- Track and measure

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Refer back to your marketing plan

Before you begin advertising, refer back to your marketing plan. Make sure you understand the needs and wants of your current and target customers.

Develop advertising and PR goals

It is important to develop advertising and PR goals that detail the exact results you'd like to see from the campaign.

Establish a budget

The general rule of thumb is that your advertising and PR budget adds up to about 3%-5% of your annual revenue, though this will vary depending on the needs of your business, gross profits, etc.

Create your Unique Selling Proposition (USP)

Your USP is the unique benefit that your products and service delivers to customers that they can't get anywhere else.

Create an solid marketing message

Once you have your USP identified, you can begin to craft your advertising and PR message.

Choose the right media for your message

To pick the right media, put yourself in your customers' shoes. What media do they use? What media do they trust? What media engages them and inspires them to take action?

**Additional sources
to consider**

AllBusiness.com
Entrepreneur.com

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Think beyond traditional media

Advertising and public relations campaigns, events, logoed promotional items and social media are great ways to get your message out there. Again, just think what your target market does/engages with, and this will help you know where to direct your messages.

Tailor the message to the medium

Your message may slightly differ depending on where the ad or press release is placed. The message should make sense for the medium.

Tailor the message to the different targeted consumers

If you have several different target markets, you may need a USP for each one that is slightly tweaked to their needs. The ads to each of these target groups will likely differ slightly as well.

Track your results

The best way to continually improve your advertising and promotions efforts is to look back at what worked and what didn't. That's why it's key to track your campaign results through well-planned tracking mechanism.

Make your results work for you in the future

Now that you've tracked your results, you know what works and what doesn't. Change your advertising strategy accordingly. Look to new options, if needed.