



"Integrity, Honesty, Growth"

Public Relations

Public Relations Management

Public relations or "PR" is perhaps the most effective but least understood aspect of marketing. It's elusive. While a display ad or television commercial hits us right between the eyes, well-placed and effective PR is all around us, but it is presented in the form of news. Second, you can't get good PR simply by opening your checkbook. At some point someone has to create positive interest in your business that makes it newsworthy.

The art of a PR battle is convincing the media that your "story" is a tale worth telling. You do this by developing relationships with the folks who control the news, publicizing your story, convincing journalists that the story is worth telling, and providing the necessary follow-up and support to make it easy for journalists to spread your news.

The Benefits of a Strong PR Program

PR builds credibility and helps form a favorable public opinion through the "implied endorsement" of unbiased industry authorities (namely print and broadcast media members). Consider which holds more weight -- an advertisement about a new restaurant opening or a positive article written in editorial style about the hottest new restaurant in town?

PR generates news coverage, and news coverage builds credibility. People believe what they read in newspapers and magazines, what they hear on the radio and what they see on television. People are skeptical of what they see in an advertisement. It's easy to toot your own horn. It's more difficult to get someone to believe your claims through advertising alone.

PR allows personalization of your story. Because they are so expensive, advertisements do not give you ample room to personalize the story of your restaurant. A public relations campaign does. By generating multiple story angles designed to reach different media outlets -- such as business journals, foodservice and hospitality trade publications, daily and weekly newspapers, city and regional magazines, regional dining and entertainment publications, and major national magazines -- you enhance the number of published and broadcast stories about your restaurant. And each of these stories educates the public of what your restaurant is all about.

PR is cost-effective. Compare the cost of a direct mail campaign or a display ad in a publication with the cost of writing and distributing a press release. There is no comparison. The cost of hiring a restaurant public relations firm to produce press releases and get them placed in media outlets is a fraction of what you pay for advertisements. In addition, the articles the press release generates may be viewed by a larger audience since consumers tend to pay more attention to stories than advertisements.

It would be difficult to find an executive who would prefer seeing his company's ads versus a news feature. The article builds credibility, positions the company as an industry leader and generates awareness without the costly inefficiencies of traditional advertising.

PR's lifespan can be longer than advertising. To the typical consumer, an ad is like a butterfly. Its life span is short-lived. This isn't the case with PR. A well-placed story can reap benefits for an extended period. The fundamental PR strategy is to place a story in one publication and move it up the ladder to another magazine or newspaper, or transfer it to another medium such as radio or television

Our PR partners will assist you in putting your business in the limelight and create more traffic to your restaurant. Let us manage your media relationships.