

White Paper: What is PR and Why Do I need it?

Courtesy of Amy Preske, Booze PR, apreske@boozep.com

Public Relations, or PR, establishes and builds mutually beneficial relationships between your brand and the public. We use a variety of tactics to do this, such as:

- news releases
- media relations (i.e., building relationships with journalists to get positive interviews and news coverage)
- special events

Before you start implementing a successful PR campaign, you need a strategic foundation in place, such as a marketing plan, brand plan, brand messaging and stakeholder identification. Don't have these things? That's OK! With my 25 years of strategic communications experience, I can help you create these key tools.

Is public relations the same thing as advertising?

No! While advertising is an important part of your marketing plan, PR is not the same thing as advertising. PR is about reputation, credibility, and trust built through communication. It's about telling your story in an organic way, which many consumers find to be more reputable than advertising.

Can't I just use AI to write my news releases?

Actually, nearly all writers note they will not accept a pitch or news release that AI has generated.

Is AI taking over the need for PR people?

Quite the opposite, in a recent report compiled by Generative Pulse, **more than 89% of links cited by AI are earned media – meaning you need PR more than ever to tell your story!** Earned media includes mentions in news articles, press releases, articles, blog posts, news segments mentioning your brand, etc. Essentially, earned media is the positive buzz a brand gets from third-party sources.

What are you waiting for? Contact me today to get started on creating your own PR plan and let's get the buzz going! apreske@boozep.com

