

Frequently Asked Questions

What does public relations entail? How does a growing company decide on a public relations firm? How much does it cost? If a PR firm doesn't know your business, wouldn't it be easier for one of your staff to perform the public relations function themselves? Bob Zeitlinger, Managing Director of B To Z Communications, answers them here:

What does public relations entail?

Many companies view public relations simply as an add-on to their advertising efforts, and solely as media relations or the placement of stories in newspapers and magazines. Public relations should be much more. It includes all forms of external communications to key target audiences including letters to prospects, special events, speaking opportunities and cause-related marketing.

How do we go about hiring a public relations firm?

Look for a firm that knows your industry. Look for a firm where senior management stays involved in servicing your business. Look for creativity and enthusiasm. Look for a firm that will bring ideas to you – and not wait to be directed by you.

How much does it cost?

How much do you want to accomplish? If you're only promoting one service or product and your business is strictly confined to one local region, a public relations program can be designed for as little as \$1,000/month. But I'll warn you: like any good marketing, your PR effort needs to be consistent. You should be willing to devote budget for at least a six-month period.

What do we get for our money?

When you hire a PR firm, you're in essence paying for their time. At B To Z Communications, in a well-rounded communications campaign, we:

- work with you to understand your goals and what makes your firm different
- develop story ideas around those differences and draft a news release or media pitch letter – or both
- distribute materials to the appropriate media and opinion influencers
- follow up with media to pursue stories and organizations to secure speaking engagements
- monitor for coverage

We don't have any material. How do we start?

B To Z Communications recommends to all its clients that they have a backgrounder or fact sheet on their firm – listing and explaining services, number of employees, history, etc. – and bios on key partners. These materials may be similar to your sales material, but are intended for the media – so may need to be edited to remove sales jargon and be more factual. Creating a basic media kit from scratch can cost from \$1,000-\$3,000.

If they don't know our business, wouldn't it be easier to do it ourselves?

Public relations is the “extra” job assigned to someone in the marketing department – and that someone usually doesn't have the training in public relations to do it well. So what happens? Nothing, usually. A PR firm which knows your industry will raise issue fresh issues and make insightful recommendations.

#

237 Lexington Avenue • Dumont, NJ 07628

PHONE: **201-244-1213** • FAX: **320-923-0996**

www.b2zcommunications.com