

Eason Communications LLC

425 Market St 2200 San Francisco CA 94105 415-242-5244

www.easoncom.com

Does PR Pay?

By Henry Eason

Managing Partner, Eason Communications LLC

© Copyright, 2010, All rights reserved by Eason Communications LLC

Does an investment in a public relations program yield a good return? It's a fair and often asked question. After all, not everyone studied marketing in college. Most students were busy learning how to remove gall bladders, design buildings, devise hedge funds, write software and such. It's nice to get media coverage, but how does it actually help your organization? Well, let us count the ways.

1. **PR drives sales.** A fair amount of publicity is designed to produce sales—and it often does, particularly when transactions are simple. People read good reviews and they buy, probably more often than after they view ads. This usually applies to consumer purchases and even business buys when the product or service cost is modest.
2. **PR supports complex sales processes.** You can almost never expect media good coverage of your product or service to be *primarily responsible* for closing a complicated business-to-business deal. Good publicity is a powerful contributing factor in a multi-phase sale process. It draws attention to an organization and, by conveying a third-party endorsement effect, helps establish the company as a reliable provider in a marketplace where not all players are to be trusted.
3. **PR boosts overall marketing.** You can stretch your marketing budget by using vertical media marketing techniques that focus stories on your most profitable market segments. It is more credible than advertising and direct marketing and drives prospects and customers to your web site, email and phones.
4. **PR gets you short-listed.** When prospective customers and clients weed through potential business partners, you're likelier to get on short bid lists if your company has an established reputation in trade and business media.
5. **PR enhances HR goals.** Good publicity has a major impact on human resources performance. Employees perform better when they feel they are working for a well-reputed organization and enjoy the reflected values of their employer. Happier workers reduce productivity problems and lawsuits. And employees who work for a respected organization tend to be more committed and less likely to defect to competing firms.
6. **PR boosts investor interest.** Investors are drawn to companies with strong reputations, and they are likelier to retain equity in firms perceived as industry leaders.
7. **PR lessens crises.** An organization with a reputation for ethical behavior is better prepared to withstand assaults when problems inevitably arise.

8. **PR increases brand equity.** Building a strong reputation in relevant media promotes overall branding efforts and provides a cushion when events pressure an organization's reputation.
9. **PR enhances key people.** Many companies' business development and sales efforts are conducted through networking activities within various associations and at industry conferences. Strong PR reflects well on your organizations' networkers and makes it easier for them to assume leadership positions and get speaking opportunities.
10. **PR gives you "thought leadership" status.** Getting good publicity can separate your firm from competitors when you are all selling practically the same thing. Achieving status as a thought leader can help you transcend your services or products by presenting your company as an innovative problem solver.

Eason may be reached at henry@easoncom.com
