



For immediate Release  
July 2006

## Top Five PR tips

Even though *Absolutely Fabulous* has been off our screens for a while now, there are still many odd misconceptions out there when it comes to PR. The real reason that companies hire PR professionals is because of their years of experience and wealth of press contacts, and the way in which these two factors combine to ensure that key company messages are identified clearly, and then promoted to the most relevant media targets.

When people contact us at CBC to ask for advice on PR, here are the Top Five tips that we offer them to get the ball rolling.

### 1. Identify and understand your objectives

The first step towards implementing a successful PR campaign is to consider the last step: what is the end result that you want to achieve? Once you know the answer to that question, you will be able to plan the specific steps that are needed in order to accomplish your goals.

### 2. Communicate. And then communicate some more.

PR is a perfect example of 'the more you put into it, the more you get out of it'. It is a relationship, not a transaction. With advertising, you pay for an advert and the finished product appears in print. And that's it. With PR, you have a team of highly skilled, creative people working alongside you. Talk to them. Listen to them. Harness their skills, and everybody wins.

### 3. Advertising and PR can work in harmony

A lot of companies seem to think they need to choose between advertising and PR, but that is just not true. The PR process is all about relationships, and building relationships takes time. PR is very powerful, but it is not an advert with an 0800 number at the bottom. A good PR agency will put your name out there again and again and again, until the media sits up and takes you seriously, but a good advert can get your phone ringing in minutes. The rewards with both approaches can be substantial.

### 4. Bring partners and customers into the PR process

You can talk all day about how wonderful your company or product is, but as soon as a third-party agrees, the credibility of your message is heightened significantly. The key here is to avoid delay: as soon as a new partner or customer comes onboard, ask them whether they would be willing to participate in some joint PR. Any subsequent publicity will be a win-win situation for both companies.

## 5. Have fun

Contrary to what some people think, the media is not a frenzied pack of wolves. By and large, they are hard-working professionals with a job to do, which entails filling their publication with news and information that they believe will interest their readers. And most companies have something that they would like to shout about. Your objective and theirs actually fit very nicely together, which means that the process should be rewarding for both sides, and not the struggle that many people expect. Enjoy it!

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**About ChazBrooks Communications:**

ChazBrooks Communications ([www.chazb.com](http://www.chazb.com)) is a Surrey-based PR and marketing communications agency. Offering a targeted service to companies spread across a wide variety of industries, CBC's innovative, creative and highly personalised approach ensures that its clients' interests are promoted through strategic planning, highly effective PR campaigns, and consistent press coverage within their target media.

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