

PR - why it's vital for business success!

Evopr.com works with a range of SME's, new start-ups and sole traders, helping them to get their message to the masses of people looking to buy what they're selling.

We are experienced in all aspects of public relations and business reputation enhancement and we have a FANTASTIC time doing it!

Utilising public relations to aid business is something we should all do. It's acknowledged throughout the corporate community that an essential element of positive management and constructive business growth is good public relations – PR!

You only need to look to the media to see how PR is used to 'push' news or to help promote a certain event, and even to change public opinion on this or that.



2009 is a time when all businesses should be looking at how they can maximise their Marketing and PR opportunities as together they are '**ONE OF THE MOST IMPORTANT SECTORS**' of any successful business.

The minute you start considering these sectors within your promotional activity, you'll begin to reap the rewards.

PR is good for business!

You need to review your current advertising, marketing and promotional activities and look back over the last twelve months, and sit and actually quantify what and how much money you have spent and what it's helped you achieve?

Given the challenges, or as I see it, the 'AMAZING' business opportunities available in 2009, there is much we can do to make real impact and create genuine interest and positive sales growth.

FACT:

Did you know that more money will be spent on promotion during 2009 than throughout the whole of 2008?

Did you know that despite our current challenging financial climate, 12 per cent of UK businesses identified PR as the most important marketing factor?

And of businesses surveyed, more than 42 per cent said they planned to increase spending on PR during 2009?

Did you also know that a number of councils and local government bodies are now or are about to use social media as an integral part of their communications strategy and promotions mix?

PR is the formal production of business NEWS!

What I mean by this is that by utilising PR as part of your business mix, you provide information about YOU!: your business background, who you are, what your business stands for and what you sell; what's new, what you make , produce or provide.

PR uses communication to interact with potential and existing customers to create positive buying interest in what you have to offer.



PR is integral to business success!

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