



Juan Ponce de León Named Florida La Florida in 1513

## LA FLORIDA CREATIVE PR™

BUILDING LONG-STANDING RAPPORT  
WITH PEOPLE WHO MATTER

### What Is Public Relations and Marketing?

**“If I was down to my last dollar, I would spend it on public relations.”  
Bill Gates**

**T**he first step in public relations and marketing is to listen and understand what a client wants to achieve.

It can be about changing negative perceptions, promoting a client’s idea, introducing a new product or service, planning and implementing a special event or launching a capital fundraising campaign.

The goal is to build long-standing positive rapport with the stakeholders who matter, including customers, employees, investors and the public-at-large.

The public relations and marketing firm works with clients to create a communications plan. The plan may consider how to achieve a competitive advantage, a better position in the market, address challenges faced by the client; as well as develop strategies, timings, measurement, tactics/methods and tools.

According to Al Ries, who was selected as one of the most influential people in the field of public relations in the 20<sup>th</sup> century by *PR Week* magazine in 1999, ***“It’s PR that needs to be creative. It’s PR that needs to be new and different. It’s PR that needs to***

*be original. The best way to establish a brand is to create a new category, and creating a new category requires creative thinking of the highest order.”*

### **Traditional Tactics to Achieve Effective Public Relations**

- Establishing relationships with the appropriate media
- Writing and distributing press releases
- Speech writing
- Writing media pitches (less formal than press releases)
- Creating and executing special events designed for public outreach and media relations
- Conducting market research on the client or the client’s competitors
- Expanding business contacts via personal networking or attendance and sponsoring at events
- Copywriting
- Writing white papers
- Writing technical bulletins
- Client testimonials
- Grant writing

### **New Media Tactics to Achieve Effective Public Relations**

**P**ublic relations and marketing agencies know how to create content, so the next logical step is for them to offer social media and search services, such as running Facebook campaigns to managing Twitter feeds and writing blog posts.

Agencies already know how to target other websites to gain exposure, so this ties in with targeting sites to gain natural links through engaging content. Many are now working with clients on integrated search, social and public relations campaigns.

This involves branding, monetization strategies, social media

growth, user acquisition strategies, website development, mobile development, search engine optimization (SEO), pay per click (PPC) and Internet management, online multimedia, web hosting and traffic arbitrage.

Specific components include:

- Branding
- Affiliate marketing
- Display advertising
- Email Marketing
- Search Marketing
- Social Media
- Social Networking
- Game advertising
- Online PR
- Video Advertising
- Infographics

### **Why Should a Client Hire a Public Relations and Marketing Agency?**

**T**o protect, enhance and build their reputations through media by analyzing the client, finding positive messages and translating those messages into positive stories.

### **How The Public Relations Society of America Defines the Management of Public Relations:**

- “Anticipating, analyzing and interpreting public opinion, attitudes and issues that might impact, for good or ill, the operations and plans of the organization.

- Counseling management at all levels in the organization with regard to policy decisions, courses of actions and communication, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Researching, conducting and evaluating on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims. These may include marketing, financial, fund-raising, employee, community or government relations, and other programs.
- Planning and implementing the organization's efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities – in short, managing the resources to perform all of the above."

***“Reading and consuming information are essential in our business. If you’re not constantly consuming information that will make you smarter – for yourself and your clients – you might as well be standing still.”***

(Public Institute of Australia)

***“Some are born great, some achieve greatness and some hire public relations officers.” Daniel J. Boorstin***

(Daniel Joseph Boorstin was an American historian at the University of Chicago, writing on many topics in American and world history.)

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