

# At a glance...



- High quality PR, journalistic skills and photography for clients
- CIPR Pride Awards 2011 shortlist 'Best Freelance Practitioner'
- Network She 'Anglesey and Gwynedd Business Woman of the Year' 2010
- Started Q Marketing & PR Ltd in April 2003.
- Beginning with a German manufacturing company in 1998 on Anglesey



# What is PR?



We all rely on our reputation to grow and profit

- Your customers
- Clients
- New clients
- Employees, directors & investors
- Journalists

All interested in your companies reputation

# Print and Media Management



- Manage the media
- Plan
- People are the focus of the story

# Newsworthy



- Change – News reports on change
- Unusual – Is it strange, quirky or unexpected
- Exciting – A sexy subject or celebrity is news
- People – Think about the products affects
- Readers – It must be suitable and interesting for the publications readers

# Online



- Web
- Smart phone
- Social media
  
- Facebook
- Linked In
- Twitter
- You Tube

# Your story



- Sort your message
- Where is it going?
- Editorial
- Advert
- Newsletter
- Company website

# Your staff



- All most all your employees are on social media
- Professional / personal
- Social media policy
- Common sense
- Your comments are public
- Respect copyright, privacy, be polite
- Be clear your views are your own
- Reputation

# Foundation

- Main messages
- Target
- What goes where
- Quality not quantity





# Measure



- Goal setting
- Quality
- AVEs are not the value of PR
- Social media can and should be measured
- Outcomes is preferable to measuring to outputs
- Business results
- Transparency

# Thanks



- Thank you for listening
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