



## PR in Practice

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It's all well and good talking about 'building and managing your reputation with your publics' but how do we actually go about fulfilling this task for clients?

Detailed below is an overview of some of the methods we use at Orchid. For some clients we deliver these on a one-off, project by project basis and others buy in to a retainer, which would embrace many of the activities outlined over a longer period of time. The list is by no means exhaustive but hopefully helps bring to life some of the practical ways you can build relations with your various audiences.

### Press Releases

If you have some news, don't keep it to yourself! Tell the media; promote the good stuff and be honest about the bad. Good editorial exposure, particularly in the current climate, is worth its weight in gold so nurture your relationships with the media. A press release to the relevant local, regional and national media is an excellent way to secure coverage for your business rather than having to pay for advertising to get your news across. Orchid can help research the topic to find the most newsworthy angle, create the release, sell it in to the media and manage resulting interviews.

### Sponsorship

Sponsorship is an invaluable tool for creating and fostering meaningful relationships. It is no longer just about signage and hospitality, but about allying your business with causes that reflect your own ethos and brand values, to the benefit of both parties. With the huge growth in Corporate Social Responsibility, now more than ever businesses are reviewing their sponsorship activity and re-focusing effort to ensure it meets business objectives and achieves social responsibility targets. We help clients select and manage sponsorship programmes that will achieve PR objectives, by creating long-term relationships through creative ideas and lateral thinking.

### Website

Developing a website that provides an overview of your business, the products and services you offer, the people behind the business, latest news, views and testimonials from clients is a vital tool for communicating efficiently and effectively to your 'publics'. At Orchid we can advise on the best structure for your website, manage a complete overhaul of an existing site or delivery of a new site and then help keep it up to date and relevant.

### Social Networking

There are huge opportunities available for businesses that embrace the power of social networking. From Facebook to Twitter, YouTube to Trip Advisor, we can advise on the best way to maximise the benefits of social networking for your business, as part of your PR programme.

## **Authored Articles**

Serving as a resource to the media, by providing comment on 'hot topics' of the moment related to your industry and supported by credible material is an excellent way of gaining editorial coverage for your business. Orchid can help you be heard amongst your peers, and your competitors, by assisting with the writing of articles and submitting them to the relevant media.

## **Competitions**

Another great way to gain coverage in the media is through competitions. The benefits of competitions include control over your messages, promoting a specific product or service at a certain time and generating names and addresses for your database which can then be used for future, cost effective communications. At Orchid, we work with the local, regional and national media, both on and offline, to facilitate competitions for both our consumer and professional services clients.

## **Newsletters**

Once you've built a database of contacts you can send regular printed or digital newsletters to your various audiences. Newsletters are an excellent means of providing updates about your business, profiling case studies of work completed, announcing personnel changes, running promotions and so on. At Orchid, we encourage clients to use online communications for the sake of the environment and also for cost effectiveness. To sign up for Orchid's newsletters, do register on our website!

## **Events**

You may have products that need launching, clients that need briefing, staff to inform and company milestones to celebrate. Events are excellent for getting your message across to a selected group in a short space of time. You might consider a seminar rather than a sit down dinner or a breakfast briefing rather than a half day workshop to make best use of time and budget. Orchid has built an enviable reputation for delivering some of the most polished, innovative and sophisticated events for its clients, both in the Channel Islands and the UK.

## **Testimonials**

Someone else saying something positive about your business is incredibly powerful. Those considering a relationship with your company will often be swayed by what others are saying about you. Regularly seeking feedback from your clients, staff, associates and the community about your business is a key element of any PR programme – both to track your progress and to provide a library of testimonials that can be used in your various communications.

These PR activities are just a handful of those available. At Orchid, we embrace all forms of communication tailored to the needs of our clients in order to build and maintain their reputation. We would welcome the opportunity to discuss our activity further with you. For a chat, do give us a call on (01534) 888992 or email [sam@orchidcommunications.co.uk](mailto:sam@orchidcommunications.co.uk).