

Public relations

Public relations is another powerful way to communicate with your audience. It can allow you to build a positive reputation based on what you do, what product/service you offer and what customers, peers and other 'observers' say about you.

Public relations activities can be tailored to suit a specific target audience, for example the readers of specialist trade journals, or a wider reaching audience through the sponsorship of a public fundraising event or community facility.

It is important to remember that positive public relations rely heavily on your business model being built around integrity and honesty. Public relations can be exceptionally transparent so care must be taken to step into this marketing arena with genuine intentions.

Public relations is an integral part of the marketing communication process and as such we have tailored our service offering to include the creation and distribution of copy and images for print and digital media. This service extends to the distribution of press releases to an agreed list of recipients and can be run in conjunction with other marketing activities such as advertising campaigns or promotions.

Of course if your public relations activity extends to events or sponsorship we can assist in the design and production of supporting material such as flyers, banners, display stands, promotional items, in fact anything that requires the consistency of brand identity for which we have become recognised.

Experience We have worked closely with a number of organisations to deliver press releases focusing on new products, notable achievements, industry regulation and business awards. Our recent involvement with the re-opening of a local recreational facility relied heavily on press releases distributed throughout local press and online community websites to gain public awareness of the facility and supporting website.

To discuss how we may be of assistance with your public relations activity please contact **Ben Marston** on **01442 890017** or email **ben@katemarston.co.uk**

www.katemarston.co.uk

