

# Winning Public Relations Strategies

**"DEVELOPING YOUR COMPANY'S IMAGE, BRAND  
AND LOCAL MARKETPLACE INFLUENCE"**

**Building Components Manufactures Conference**

**Louisville, KY 10/31/01**



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# Winning Public Relations Strategies

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“A comprehensive public relations program educates, informs, explains and persuades”

# Understanding Public Relations

- ❁ What is the value of Public Relations?
- ❁ How does it compare to advertising?
- ❁ How much does it cost?
- ❁ How long is it good for?





# Understanding Public Relations

It's not as much as who sees  
the article as it is, how you use  
it.



# Understanding the difference

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- Advertising
- Promotion
- Publicity
- Public Relations



# Benefits of A Public Relations Campaign

*“public relations activities can enhance credibility and boost sales”*



# Benefits of A Public Relations Campaign

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*“You can create a bigger than life image”*

# Benefits of A Public Relations Campaign

1. Increase sales
2. Generate qualified leads
3. Enhance product awareness
4. Builds consumer awareness
5. Expand distribution
6. Builds traffic
7. Test new media
8. Gain “editorial enhancement”
9. Establish expertise
10. Enhance “Corporate mystique”
11. Creates 3rd party endorsement and testimonials
12. Ideal sales aide & tool

# Public Relation's Tools:

- **Activities such as:**

  - Open Houses

  - Supplier day

  - Builder day

- **Community Relations Programs**

- **Club & Organizational Presentation**

- **Lectures**

- **Trade Publications**

- **Newspaper Articles**

- **Magazine Features**

- **Television Interviews**

- **Employee Relations**

- **Customer Relations**

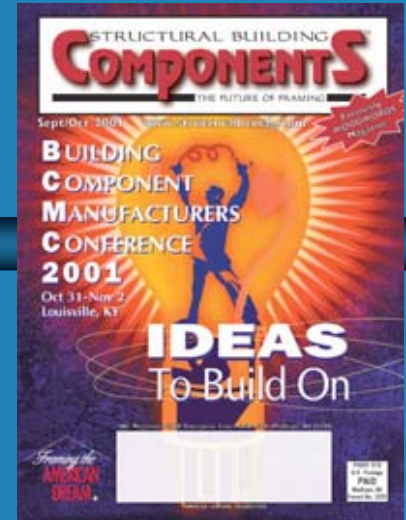


# Build a Media File:

- Building Editor
- Business Editor
- Home Editor
- Local News Editor
- Feature Editor
- Real Estate Editor

# Media File Information:

**Media Type:** Newspaper  
**Media Name:** Akron Beacon Journal  
**Contact:** Betsy Lammerding  
**Title:** Home Editor  
**Address:** PO Box 640  
**City, State Zip:** Akron, OH 44309-0640  
**Phone:** (330) 996-3573  
**Fax:** (330) 376-9235  
**E-mail:** [blammerding@thebeaconjournal.com](mailto:blammerding@thebeaconjournal.com)  
**Web site:**



# What Makes a Story?

- **Design Award or Special Achievement**
- **Participation in Local, State or National housing activities**
- **New personnel, new building**
- **Sales Person of the Year**
- **Distributor/Dealer of the Year**
- **Open house**

# What Makes a Story?

- ⊙ **Grand Opening**
- ⊙ **Results of survey**
- ⊙ **New company literature**
- ⊙ **New product Introduction**
- ⊙ **Web site lot links**
- ⊙ **A promotional event, home show or exhibit.**

# What Makes a Story?

- ⊙ **Public service or civic activities**
- ⊙ **Charitable Donation**
- ⊙ **Fund Raiser**
- ⊙ **VIP visits**
- ⊙ **Participation in public service projects**

# What Makes a Story?

- **Winners of a contest**
- **Special Promotion or Offering**
- **Special Anniversary**
- **New Employee**
- **New Distributor/Dealer**

# What Makes a Story?

- ⊙ **Statement from President of Company about condition in the industry**
- ⊙ **News of upcoming meetings, a special speaker or subject matter**
- ⊙ **Local or national honors**

# What Makes a Story?

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# What Makes a Story?

Virtek CEO Jim Crocker on Investors Online

CEO Jim Crocker was interviewed by CEOcast



Virtek is written up in the K-W Record



Virtek CEO Jim Crocker on Canada's Business Report

Virtek CEO Jim Crocker on ROB-TV

# Developing a Photo File

- ⦿ **Your best investment**
- ⦿ **Hire a professional**
- ⦿ **Photos should sell your  
product advantages**
- ⦿ **Should have a photo release**

# Developing a Photo File

- Always carry a small camera or digital camera with you when you visit job sites.
- Photo's of customers are a great selling tool for:
  - Future sales
  - Great for presentation books
  - Ideal to show news media
  - Great for web site
  - Testimonial

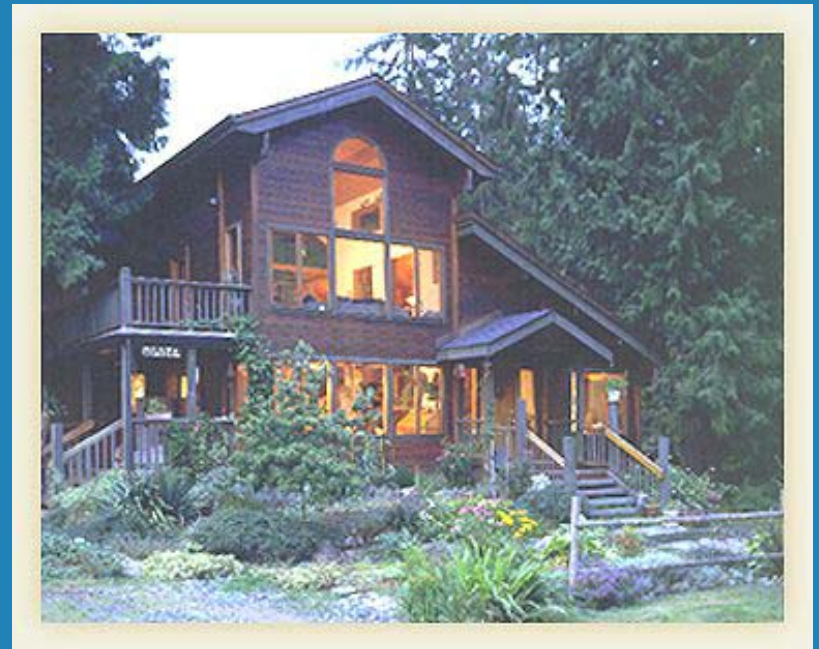
# Sample Photo Release

I hereby grant XYZ Company and parties designated by XYZ Company unrestricted permission to use and publish any and all photographs of myself and or my personal property for the purpose of editorial, trade, advertising, display, exhibition use or any other printed material or electronic medium without compensation. All negatives and positives, together with prints and all reproductions, shall constitute the property, including all copyright interest, of XYZ Company, solely and completely. The undersigned hereby waves any rights that he/she may have to inspect or approve finished photos, or advertising copy or printed matter that may be used in conjunction with other photography. I have read this release and fully understand its contents.

In using such photography (I do) or (I do not) (circle one) want my name, and city location of the property included.

# Using Photos in Ads & Display Booths

**Photos should  
look into the  
booth or ad**



# Putting the PR Plan in Effect

What are your options?

What are the pros & cons?

- Use inside marketing staff
- Hire local stringer or journalist
- Develop a relationship with a Public Relations agency
- Work with an industry PR specialist
- Wait for the opportunities to come to your door step

# Writing Press Releases

- **Typed**
- **Double-spaced**
- **Wide margins**
- **Be brief and factual.**
- **Contact name & telephone # in upper right hand corner.**
- **Include date and a headline for your story.**
- **Who, What, Where, When, Why and How.**

# Writing Press Releases

- ❁ **Start each page with the headline, page number, total pages included and date.**
- ❁ **Do not write releases to sound like a sales pitch and be one sided.**
- ❁ **Refer to other products, companies, customers and individuals whenever possible.**
- ❁ **Hand deliver releases whenever possible.**

# Writing Press Releases

- ❁ **Provide photo's with releases.**
- ❁ **Most newspapers prefer black & white photos.**
- ❁ **Label your photos with company name, project, location, name and phone number of a contact person.**
- ❁ **Use labels for this purpose. Never write on the back of the photo as it may damage it.**



# PR Networking opportunities

- **Trade Association**
- **Home Builders Association**
- **Community Service Clubs**
- **The Chamber of Commerce**
- **Volunteer Groups**

# Other Marketing / Public Relation Activities

- **Toys for tots**
- **Fundraiser**
- **Art exhibit**
- **Building class**
- **Chamber after hours**
- **Use of your facility for civic  
organizational meetings**

# Capitalizing on Public Relations Efforts

- **Ad in the same issue**
- **Follow up ad**
- **Send note to key customers**
- **Send article to trade  
publication/consumer**
- **Use article in presentation book**

# Capitalizing on Public Relations Efforts

- **Laminated Plaques / office & customer**  
**Fox Laminating Company / 800-433-2468**
- **Post on web site**
- **Get reprints / 5 year shelf life**
- **Use as mailing piece**



# Top 10 uses for reprints

10. Use on sales presentations
9. Mail to prospective customers
8. Hand out at trade shows/events
7. Give to customers
6. Display in your office
5. Arm your sales force
4. Include in your company brochure
3. Add to your project portfolio
2. Use as a leave-behind piece
1. Send to your friends and family to show them how successful you are!

# The Pay-off

Although publicity involves non-paid media coverage, plan on spending time to plan and coordinate. When done properly the rewards can be substantial. When an article or story is published, your image with the public will increase, company recognition, and do much more than paid advertising. This increased exposure is positive with potential customers as well as employees.



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**Thank You.....**