

- Have solid lines of communications to top-tier journalists and analysts, so you can become a trusted news source, not just a pitch person
- Be qualified to answer media questions intelligently and knowledgeably and know when to refer questions to other executives or staff
- Know how to use "guerilla" tactics as well as traditional channels to increase market recognition
- Know how to combine traditional and new-media strategies effectively to create the kind of buzz that made "Blair Witch" a success
- Set realistic goals for a PR program and devise

A start-up that plans to go head-to-head with a deep-pockets competitor using ads to differentiate itself will almost always lose.

ways to measure your results

The principles are the same for a company that "goes it alone" without expert PR help:

- Know which markets are appropriate and do not waste time and resources on markets with no bearing on your products or services
- Determine how your target markets gets news and then tailor your campaign to make it relevant to EACH audience - one story doesn't apply to everyone
- Know whether to focus on TV, newsletters, on-line communities, magazines or other news outlets for your particular product or service, and when to expand to another type of media outlet
- Avoid a pure technology focus — highlight the benefits to your specific markets
- Ditch the hyperbole if you want journalists to take you seriously — skepticism is rampant, especially when the market bulls become bears

Finally, companies need to remember that in PR, you generally get what you pay for. The right team will know what it is doing and will be ready to show you measurable results for your investment. If an agency isn't willing to pledge that level of accountability — turn your back and find another agency.

PRQ

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