

PR:

WHAT THE HECK IS **PR** AND WHY DO I NEED IT?

PR is the strategic communication discipline that builds understanding and relationships between organizations and the people important to them. ***If you want someone else to know about you, understand you, and be able to talk about you positively, you need PR.***



WHO NEEDS PR?

Every organization needs PR, public relations. Every organization needs to be in relationship with the publics – the people – that are required to make their business successful. Without positive relationships you have no business.

And at the core of every relationship is communication.

PR propels, increases, and protects your business by sharing your story with the right people at the right time and in the right way so those people notice, hear and understand it. In the simplest terms, no PR = no business. **Never** underestimate the power of a great story to connect you with others.



WHO NEEDS **PR**?

(continued)

So the next time you hear “no one knows who we are,” or “competitor A is getting all the attention,” or “we’re not getting good candidates,” “or Joe screwed up and we’re in jeopardy,” or “we might lose our shelf space,” or “we need to change a lot but we can’t lose any customers,” or “we need to raise our prices,” or “how come our employees don’t understand what we’re doing?” or “our valuation doesn’t equal our value,” or “we can’t get this project done ourselves,” no matter what your company size, you **need** PR.

You can’t get much done or drive a profitable and successful business in the world without other people having confidence in you. You can’t build confidence without communication. Ergo, you can’t have a good business without communicating regularly, with compelling stories without communications – public relations.

WHAT IS **PR**?

Again, PR - public relations - is the strategic communication discipline designed to build and nurture mutually beneficial relationships between organizations (or people) and the people who matter to them – those organizations’ publics.

We create, protect, and amplify the images of organizations, products, and people with communication, communicating directly with the publics required for success - employees, former employees, customers, consumers or users, partners, distributors – and by communicating and working with the people who influence and inform those publics - the media, analysts, social media influencers, policy makers, and other people in different communities, industries or demographics.

We create build and protect reputations and the monetary value of a person or organization through regular, good communication.

PR professionals are storytellers. We tell the stories that help people understand a company, a purpose, a leader, a product, a service, a plan, a change, a partnership. These stories help people connect to an organization and inspire confidence and trust, and take actions such as purchase, trial, referral, partnership, testimonial, donation, and support.

Really good PR professionals are storytellers who understand what it takes to build trust, conduct business, and translate a story into many different “languages” of communicating so different people can hear and understand the story that will be valuable to them. The best PR professionals do this without hyperbole, without deception, without misleading, but by leaning on the facts and finding the interesting and important stories that the people who matter will be interested in.

Double Forte is known for strategic PR: creating compelling and relevant narratives and getting them in front of the right people to advance our clients’ business goals. We do nothing that doesn’t tie back to a core business objective.

For us, public relations activities takes the shape of newsletters, media relations to place a story in a newspaper or news site, TV show or Radio show, in person and online events big and small, blogs and websites, speeches and industry panels, emails, press releases, Op-Eds, bylined articles, social media channels’ posts, videos, and graphics, influencer relations, analyst relations, and even snail mail – all activities we deploy to meaningfully connect, inform, and engage our clients with the publics (people) who matter to them to achieve their business goals.



WHAT DOES **GOOD PR** DO?

Specifically, we help our clients:

- Build (or recover) a strong reputation among a client's key audiences – employees, stakeholders, partners, customers, and consumers or users
- Drive awareness and trial of products and services
- Create customer programs that keep customers coming back to our clients for the products and services they offer
- Keep their employees informed about company plans, changes, and progress
- Attract more great applicants for your open job positions
- Build positive profiles that are seen by potential partners, investors, or acquirers
- Build public profiles of your products and company that convince retailers to stock your products
- Get “on the map” of their most important potential clients, customers, or donors
- Garner public support for their ideas and plans
- Drive attendance to events - in person and online so their publics understand them
- Manage crisis situations to build trust, mitigate risk, and protect or restore reputations

With the media, analysts, newsletter editors, and social media and other influencers – people whose job it is to inform, provide a point of view, or share opinions – our work is to line up our clients' stories with their interests, so that the information is relevant and useful for their audiences. We don't tell them what to write or say. We don't pay for the space they use to say it. We **earn** these placements by providing interesting and relevant news and information for their audiences.



WHAT DOES **GOOD PR** DO?

We help our clients tell their stories consistently and efficiently to all the people they count on for their business success. So, we help make sure that what employees hear from management is the same thing they see on social media, which is the same thing that customers read about in newsletters or in the media, and is the same thing that partners know to benefit from the partnership and is also reflected in the job postings.

We do our best to make sure communication is efficient, consistent, and relevant, **to make the biggest positive impact on the business possible.**

And that's what the hell, I mean heck, PR is and why you need it.

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