

BBBI

BUSINESS BUILDING IDEAS

Is Advertising Dead?

“Most companies spend way too much money trying to build brands with advertising (when they should be using that money for PR) and way too little money defending their brands with advertising after they have been built.”- from Al & Laura Ries’ bestseller *The Fall of Advertising and the Rise of PR*

Recently, I read that marketing campaigns are trying to move away from advertising-oriented marketing and are now leaning more towards PR marketing.

If you really think about it, how many advertisements actually seem trustworthy?

The truth is, customers today are much more skeptical. They have learned the hard way that many companies will do whatever it takes to draw in a customer and make a quick buck, even if that means flat-out lying.

This even applies to construction companies and trade shows. Sure, a flashy design and clever logo will attract a crowd, but what will keep them coming back for more? What will cause them to respect your company?

Studying PR in school, I learned just how incredibly important PR is to any organization. I do realize, however, that hiring a full-time PR practitioner or even an outside PR firm is not always in the budget for many smaller businesses. Still, there are some basic concepts that any business owner can understand about PR and its many functions. Here are just a few things practicing good PR does...

- Supports sales & marketing
- Builds credibility
- Positions your company as an expert



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Harold Wallace

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- Creates visibility for your company as a "player"
- Generates new opportunities
- Recruits quality staff
- Boosts pride & morale
- Enhances corporate culture

If you still don't believe me when I say that a company can become huge using PR rather than advertising, consider recent successes such as Amazon.com, Google, and Blackberry. In other fields, Oracle, Cisco, and SAP all became highly successful with almost no advertising. We all know what these products are, but how many of us can remember a big ad campaign to go along with them?

Remember, any possible **PUBLICITY** is a great way to get your name out there. Whether it's through a press release, press conference, or feature story, any publication bearing your name in a positive light or showing that your business is moving along is great.

Make the news happen. It never hurts to get your name out there even if it's just to announce your 20th year of being in business or the recent hire of a new employee.

RELATIONSHIPS are vital in helping your business grow pr is all about building and maintaining relationships.

Good advertising is one thing. This is what draws the customer in. Getting them to come back to you is another thing which involves an effort on your part to build a relationship. Whether this is through following up with a comment card, cold calling to see how the service/product worked out, or simply sending them brochures and newsletters regularly, any type of friendly follow-up never hurts.

I hope these tips have helped you think more about using PR in your advertising efforts. According to experts, this is the way the marketing and advertising world is headed. Whether your business has been around two months or twenty years, IT'S NEVER TOO LATE TO BEGIN PRACTICING GOOD PR!!!

If you have any questions or need advice, feel free to send us your questions.

Comments are also welcome!

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