

# BBBI

BUSINESS BUILDING IDEAS

## Publicity Comes First

Many of us think the best thing you can do to get your name out to the public is a big advertising campaign. Wrong. The best thing you can do is generate publicity, then advertising. You should never run advertising until you have ventured into all the publicity possibilities.

What do I mean by publicity? I mean press releases, word-of-mouth and grassroots efforts, and sponsoring events. These are a few ways to get publicity for your company and get people talking BEFORE you launch a single advertising campaign.

By doing this, the public is already looking for your ad. So when they see it, they are more likely to pay attention and be interested rather than flip the channel or turn the page. Plus, if you have already sponsored some type of charitable event, they are already associating your business with positive thinking.

After all, publicity builds brands; not advertising. Advertising merely maintains brands that publicity has already created.

Therefore, you should be thinking mostly in a PR state of mind rather than advertising. Shining a good light on your place of business doesn't come from advertising alone. In fact, most people today are smart enough to see the flaws in advertising and demand something more. Although they may say, "nice ad," that doesn't mean they will just rush in and buy the product or use the service advertised.

The marketing world is slowly but surely beginning to move towards the world of PR. Taking that into



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Harold Wallace

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consideration and beginning the process of practicing good PR will make your business all the more prepared for what's to come in the future.

Keep in mind that each and every business has its own unique needs, goals, wants, and target markets. Some forms of publicity may be a lot better than others. Think about what your company wants to achieve, and then choose some or all of the following before launching an ad campaign...

- Try a fun press release to spark interest
- Offer discounts, coupons, or do some type of contest involving a prize
- Offer your advice or expertise at an event somehow related to your products or services
- Associate your company with a well-publicized local charity
- Sponsor a major event where prospects will be present
- Be a guest expert on a local radio show
- Set up a booth at a local event and give out samples, give advice, hand out flyers, etc.
- Have items that uniquely represent your company. I have had flash drives made bearing the GW logo to hand out to prospects.
- Hire a local celebrity to be at an event created by and for your place of business. You see this a lot with car dealerships, but that doesn't mean you couldn't adjust it to work with any other type of business.

Publicity is not only a cheaper way to get your name out, but it has been proven more effective when done before launching an ad campaign. I hope this information has been helpful. I also hope that these tips have you thinking about ways your company can get publicity in its own way. Best of luck!

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

**Comments are also welcome!**

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