

PR: build your market presence

The health and beauty market is complex and fast-paced and brands need to constantly compete for market presence.

Brands that can build up a positive reputation for themselves, through PR activities, can certainly lead them to securing a key place in the lives of their consumers. Freelance marketing and PR manager Vicky Kenrick explains.

When planning a PR campaign, a lot of attention should be given to ensuring the right message is being communicated in the most appealing way. The tanning and beauty sectors contain a large proportion of small businesses and PR is a cost-effective tool to help these companies fight for a high profile within their growing market place. Companies can either engage in a 'do it yourself' process or contact a professional to help. Either way, proven PR tactics need to be adopted in order to build presence, credibility and reputation of your brand.

Vicky Kenrick

Vicky Kenrick is a Freelance Marketing and PR Manager, with a degree in BA Honours in Advertising and Marketing Communications. She has experience with growing regional, national and international brands through creative and business-focused Marketing and PR activities. One of her clients is Skala Marketing, an international team of marketing consultants. 07967 315346 & v_kenrick@hotmail.com



Show off expertise

When writing articles for the media, remember they will be displayed to many potential customers. Whether you are announcing a new member of staff, product or service, you should always show off your expertise in the area. This, instead of just listing your services, will increase the chance of your article being published. PR articles will only get published if the media feel the content can add something to readers' lifestyles. The article should always finish with a short paragraph that provides a recap of your company and highlights your contact details.

Newsworthy

A news hook is a vital trigger that will create interest in editors, as they will feel their readers will find the information refreshing and useful. Offering a brand that shows your company has quickly picked up on the constant changing tanning and beauty industry and that expresses its thoughts and expertise clearly will gain an increase in reputation. Relating your article to a recent and applicable news story will also demonstrate that you are a leading expert. To find that newsworthy hook, research the latest industry developments and trends that affect your customers. A newsworthy article will not include information that affects your business directly but should focus on information that may affect your target audience. The following news criteria can help you decide if your press release is

newsworthy: Timeless- did it happen recently? Is the news connected to a current trend that has received a lot of interest? Impact - does the news story have consequences for your target audience? Prominence - is it important to the readers? Is someone famous involved?

PR objectives

A successful PR strategy depends on well-designed and achievable objectives. You have to be specific. A big mistake is setting objectives that are too broad or vague, in a hope that more magazines will publish the article; this will only lead to confusing and un-focused articles. You should focus on positive aspects, such as improving your reputation instead of attempting to minimise client complaints. These are some examples of good PR objectives: Introducing a new product or service to your target audience; increasing your presence in order to boost sales and customers; persuading people to buy your product or use your service, instead of competitors; enhancing your reputation through associating yourself with the relevant health and beauty developments and news. PR is an indispensable marketing tool that should be used to raise the industry presence of your business and brand. Positive media coverage can often create more impact than traditional advertising techniques, as PR can immediately increase your credibility. A marketing and PR professional can assist you and help you create a targeted and effective PR campaign. **TB**