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8 Gamechanging PR Tips For Small Businesses



HOW TO RIGOROUSLY INCREASE
BUSINESS GROWTH USING PRESS,
THE RIGHT WAY.





10X Your Business Growth with Strong Press

Key takeaway:

- The importance of public relations solutions for small businesses cannot be overemphasized. If you are an entrepreneur or business owner, you need to understand that people should hear positive things about your business.



TIP 1: Know Your Sphere of Influence

This is one of the essential PR tactics for small businesses.

You need to identify the scope in which your story will be best told. Is your influence local, state, national, or global? When you understand your reach, it will help you determine the type of media you will contact and pitch. The best way to determine our reach is to know the places that your product is used.





Tip 2: Promote Your Business Online

In this age, if your business does not have an online presence, then you are doing something wrong.

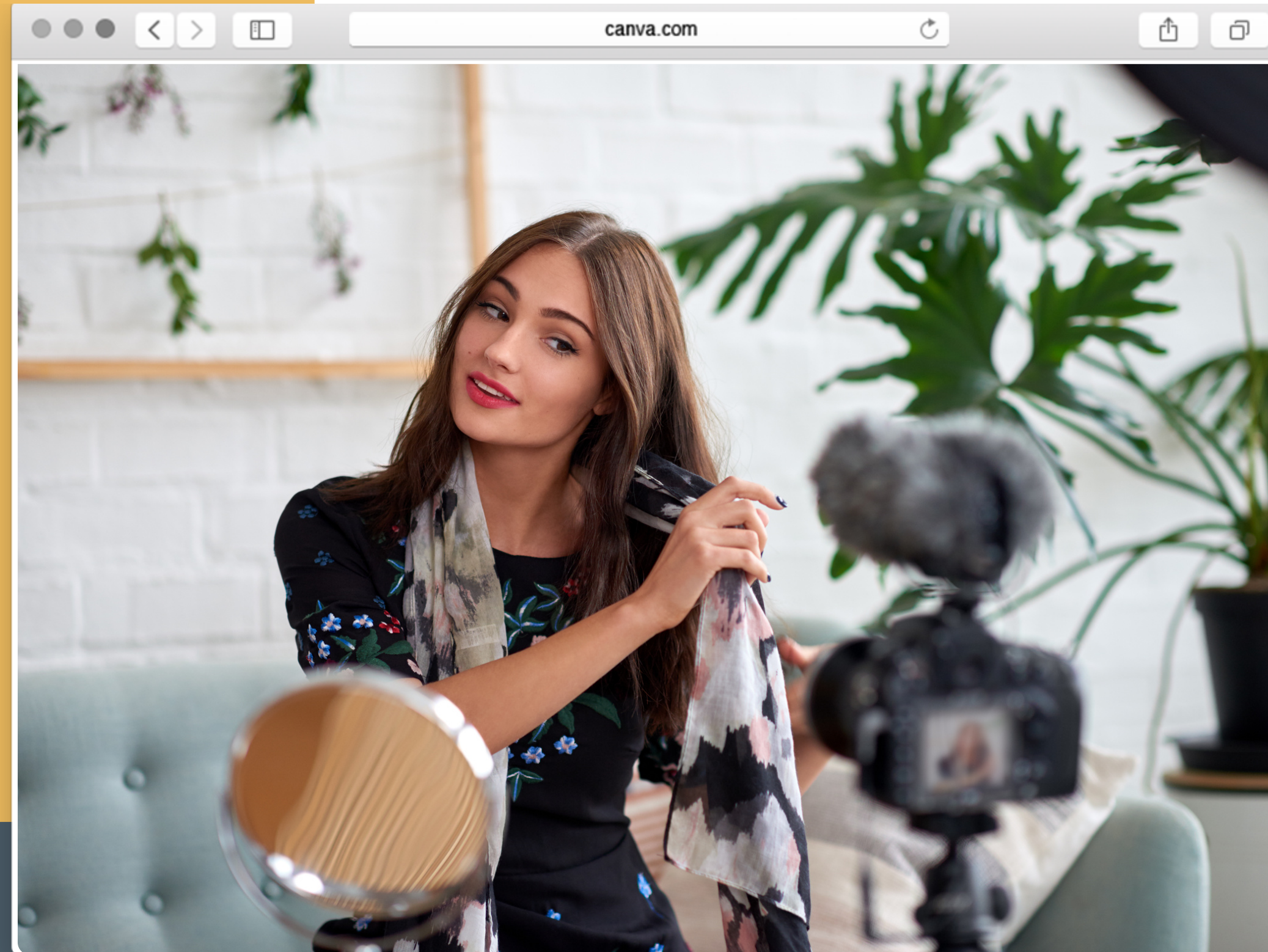
You need to have an online presence if you hope to reach a broader range of customers. Create social media handles (Facebook, Twitter, Instagram, etc.) for your business. One of the most affordable and efficient public relation strategies for small businesses is a social media presence. Additionally, getting your brand featured in major online publications like Forbes, Entrepreneur, Thrive, Medium, NY Times, etc. is great for building credibility & awareness for your brand.



TIP 3: collaborate with influencers

One of the best Public relations tips for small businesses is collaborating with influencers.

You must understand that effective public relations campaigns not only involve media coverage. It is also about building relationships that will help promote your business today and in the future. Identify bloggers, media outlets, and social media influencers that cover your industry and start influencer marketing campaigns to connect with their audience.





Tip 4: Celebrate Business Anniversaries

A great way to build trust & value for your business is to leverage notable anniversaries for your business.

Try to have a little surprise for your loyal customers as a way to appreciate their patronage. You can create a challenge and a prize to be won in the end. When you do this, remember to carry the media long so that your business gets the maximum publicity



TIP 5: Turn Your Customers into Ambassadors

This is one of the most effective free DIY PR tips for small businesses. All you have to do is involve your happy customers in the promotion of your business.

You can send an email to them informing them of your desire to make them your business ambassadors. Every customer wants to feel relevant and important. So you should provide them with the opportunity to experience that feeling. When you do that, they will always preach and spread the word about your business from one place to another. You can give such customers a deal in coupons, free products, or a special price.





Tip 6: Take Part in Charitable Events

This is a great way to get your business out into the community and the people's minds.

You can do this by sponsoring a local non-profit event or operating boot at a community festival or fairs. This will be an efficient and effective way to advertise your business and create some goodwill and positive energy around your brand as well.



TIP 7: Strong & Efficient Team

All successful PR campaigns for small businesses depend on a team to function, and your business cannot be an exception.

You must set up a team of dedicated individuals for your PR activities. If there is an employee that is good at graphics design, copywriting, etc., you may consider having such a person on board. You cannot run an efficient public relation strategy for your small business without a team. You should be focusing on the growth & scale vertical of your business while representatives of your brand build the networks laterally.





Tip 8: Organization is Key

When it comes to being featured in major publications they have a set criteria they are looking for and hard deadlines. Thus it's essential to plan & organize your outreach to networks.

Creating a time-table allows you to organize the flow of Press Releases while optimizing for efficiency. Allowing you to start compiling a contact list of opinion leaders and like-minded personalities to partner with.



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