



10 POSITIVE PR STEPS

Strategies to Build and Promote Your Brand

Executing a proactive public relations strategy builds credibility and cultivates a positive image for your organization. Following these steps will help you establish a solid foundation.

Key steps to propel **YOUR** company to new heights:

1. Define Your Values

Clearly articulate your brand and culture. Maintain standards and remain consistent with them in your communications.

2. Contribute Your Thoughts

Promote your brand by sharing your perspective on relevant topics. Thought leadership pieces showcase your expertise to potential customers.

96%

of B2B buyers desire more content from industry thought leaders¹

80%

of business decision makers prefer receiving company information in a series of articles vs. an advertisement²

49%
more effective

A Chief Marketer report found articles and blogs are the content most effective at moving prospects through the B2B sales funnel³

source: ¹Demand Gen Report, ²Content Marketing Institute, ³Chief Marketer



3. Prioritize SEO

Potential customers usually start their search online, so you need your company ranking high on search engines. Develop an SEO plan that drives traffic to your website and boosts revenue.

SEO Leads

(increased website rankings)

Outbound Leads

(direct mail/print advertising)

14.6%
CLOSE
RATE

vs.

1.7%
CLOSE
RATE

B2B researchers do an average of **12 searches** prior to engaging on a specific brand's website

source: imFORZA and Think with Google



4. Have Two Plans

Formulate both positive and negative crisis PR plans. A positive plan outlines your proactive communications and outreach efforts. A crisis PR plan identifies threats and maps out reactions.

5. Develop a Communications Policy

Ensure with training and preparation that all staff are aware of this policy and how to implement it. Identify a dedicated person to speak on behalf of your organization.

6. Keep Corporate Culture a Priority

Reward your employees for their hard work and create a supportive workplace culture. Happy employees are the best advocates of your company and its reputation.

7. Maintain Your Social Media Accounts

Engage your audiences on as many levels as possible. Social networks are a key way for companies to connect to their customer base.

Millennials are **247%** more likely to be influenced by blogs or social networking sites

source: HubSpot



8. Stay Connected to Your Community

Knowing what is happening around you and being involved provides important information to generate positive PR opportunities.

9. Invest in Corporate Giving

Donate to causes that resonate with you or your customers. Sponsor events and coordinate staff volunteer opportunities to showcase your brand's ethics.

10. Exhibit Care and Caution

Be thoughtful about everything you say in public or post online. Avoid controversial topics, and before making a statement, ask yourself: *Can this post be interpreted in a negative way?* If there is any doubt, then do not post.

Have more questions?

Looking to engage experts to build a more detailed PR campaign?

Contact Red Banyan today!