

**START
STRONG IN**

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In this complex and changing world it's more important than ever to move decisively, communicate boldly and act fast. Now's the time to start thinking about your springboard to growth as we help you by **#ClarifyingTheComplex**

kiss

Clarifying the complex



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The benefits of a well-executed media relations campaign

- 1 Influences the way people think about your brand or organisation** – people are more influenced by people they trust than a brand. If a third party (journalist, influencer, consumer) talks about your brand it will have far more impact than if it's seen as coming directly from you.
- 2 Builds brand awareness** – and boosts credibility by building trust and reputation with your target audience. It has to be done in an authentic and credible way by securing positive media coverage in targeted media outlets, which in turn can increase connections and business leads.
- 3 Drives traffic to your website** – which gives you a tangible way of measuring effectiveness. By measuring traffic peaks before and after your campaign you can use this data to inform future campaigns.
- 4 Paves the way for agile responses** – you can respond to stories quickly and help to build or rebuild trust by giving your brand's viewpoint.
- 5 Gives you control in a crisis** – a badly handled crisis can impact the bottom line. If you've built relationships with journalists and influencers, you're in a better position to control any messages you need to push out in times of crisis.