



# How PR and Social Media Can Grow Your Business

AMPLIFY YOUR BRAND BY HARNESSING PR AND SOCIAL MEDIA





# What We'll Cover

Who We Are

What is PR?

Your Unique Approach

Brand Building & the Power of SEO

Print vs. Digital Media

Amplifying Your Coverage

# Meet 143 Communications

**25+ years of combined experience** working at the top consumer marketing & public relations agencies, startups and corporations.

Experience across **consumer lifestyle, travel, fashion, footwear, food & beverage, outdoor, education, parenting and beauty & wellness** industries for national & international companies.

We operate as an **extension of your marketing team or quite literally, YOUR marketing team**, fully integrating within your business/brand.





## **What is PR?**

**Any "white space" within a media outlet that is not advertising is a PR opportunity.**

**THINK: UNPAID / EARNED MEDIA**





# Why PR?

- 1. Builds Brand Equity + Awareness**
  - 2. Increases Credibility**
  - 3. Provides Third Party Validation**
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# Your Unique Approach

## GOALS

What are the goals for your business? Is it traffic to your website? Or maybe you want to get your product into more brick & mortar shops? Define your goals and back into the PR approach that's uniquely tailored for your business.

## YOUR TARGET AUDIENCE

Define your audience because the approach will be different depending on who you want to reach.

## YOUR STORY

What sets you apart from your competitors? Do you have media-able nuggets (e.g., stats, expertise in niche area, unique stories, etc.)?

## ASSESS THE MEDIA LANDSCAPE

Seasonal angles, what are media talking about or going to be talking about?



# Brand Building and the Power of SEO



## **CONTENT IS QUEEN**

Create content on your site that positions yourself as an expert in your industry. Short, concise, share-able content can go a long way with the consumer and with Google.

## **SEO: WINNING THE "POPULARITY CONTEST" WITH GOOGLE**

Search engine optimization (SEO) is the process of improving the quality and quantity of traffic to your website. SEO targets unpaid traffic rather than direct traffic or paid traffic.

# Print vs. Digital

Both print and digital media give potential customers trust and credibility, but there's different benefits to each.

- **Print** = Brand awareness, trust, credibility
- **Digital** = Strong SEO benefits, recognition from Google bots, direct traffic to your website

## Local Media

## Broadcast & Radio

### Print + Digital

Boston.com

Boston Magazine

The Boston Business Journal

The Boston Globe

The Boston Herald

The South Shore Magazine

The Hingham Anchor

The Cohasset Anchor

CBS Boston

FOX Boston

NBC Boston

New England Cable News (NECN)

WBUR

WBZ News Radio



# Amplifying Your Coverage

## WEBSITE

Have a press page that repurposes content

## SOCIAL MEDIA

Share your coverage across social media tagging the reporter/editor & publication

## SALES MATERIALS

Include media logos and snippets in printed sales materials

**BUILD TRUST AND CREDIBILITY  
FOR YOUR BRAND**

# Connect With Us



<https://143communications.com>