

# Entrepreneurship

## Lecture 10b

### Marketing continued...



# Public Relations

*Entrepreneurship slide*  
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# Advertising Elements

## ■ What's PR?

- Press coverage

  - Magazines, newspapers, journals, e-zines, etc.

- Publicity

- Buzz

## ■ Why is it so effective?

- 3<sup>rd</sup> party

- “un-biased” and objective

# PR Myths

## ■ MYTH

It's all who you know

## ■ REALITY

It's who you get to know  
and how prepared you are



# Strategy

- Positioning

- Positive PR



- Overall Strategy
- New Announcement
- Partnerships
- Financial Events
- New Employees
- Customer Wins

# Types of Press

Type	Purpose	Difficulty
National	Breaking into the big time	Very difficult
Business	Customers, financial	Difficult
Industry	Customers, industry	Moderate
Local	Recruiting, service firms, community	Easy

# Types of Press

Type	Focus	Time Frame
National	Major trends Industry changes BIG stories	Long Long Short
Industry	Products, Partnerships, Financial, News	Daily, weekly, monthly
Local	Financial, News	Short - medium

# PR Agencies



✓ Use them for...

- Their Contacts
- Strategy
- Major Announcements
- National Press

# PR Agencies



- ↑ Don't use them for...
- Administration
  - Building Relationships

*A word about retainers...*

# Marketing Events

## Trade Shows & Conferences

- Choosing shows
- Booth
- Positioning
- Presentation theater
- Demonstrations
- Literature
- Qualification
- Dinners, parties...
- Staffing



Cost: \$100-\$150 per sq.ft.

# Marketing Events

## Seminars & Webinars

### ■ Purpose

- Sales, sales, sales
- Education
- Qualification
- Marketing

### ■ Execution

- Invitations
- Presentation
- Handouts



# Marketing Communications

## Other Components

- Sales Materials
- Brochures
- White Papers
- Customer case studies

# Internet Marketing

Stay tuned....