



## 5 Simple (And Free!) Public Relations Tactics to Build Brand Awareness

In these shaky economic times, many businesses are reevaluating and, in some cases, stripping down their marketing efforts. While we do not advocate a head-in-the-sand reaction, many corporations are tightening their purse strings. Marketing managers and small business owners must do what they can on a limited budget to gain public awareness.

**Here are 5 simple and, more importantly, free ways to get your name out there:**

**1) Who's who?** - Put together a simple press release announcing your newest hire - or praising great things your current employees are doing. It is not a full-page ad but it is a great way to get inches in your local paper (and often its online component). Tip: Submit a head and shoulders photo of your employee along with the release - submitted photos make journos' lives easier.

**2) Take a little credit** - Your company and employees likely participate in a number of charitable events or donate to worthy causes. When you are involved in something of note, maximize your sponsorship logo space, announce the event in community calendars and take a picture with your employees participating at the event. This provides feature and business material for the metro section and also functions as an update to your own website. Tip: Gone are the days of corporations presenting a "big check" in a photo op. Corporate giving is also about what you do, so encourage community involvement then share the news.

**3) Toot your own horn** - When an employee or your business is recognized with an award, be sure to share the news. A simple release stating the recognition is an easy way to put your name out there. Tip: Share news of your award only with relevant media outlets, such as niche publications that cover your industry or business journals covering your area.

**4) Business briefs** - Major merger or not - if business is booming or you sign a new deal of note, create a release or notice of your most recent news. Many publications have "business blurbs" sections that allow you to announce what is happening. Take advantage of it!

**5) Get social** - Social networking sites aren't just for kids anymore. Businesses can benefit by having a presence on free online social networking platforms. From Twitter to Facebook to LinkedIn, each "page" creates an opportunity for your company to get some attention. Tip: Setting up these pages is usually very simple - however, you get from them what you put into them. Social networking requires activity on your end, you have to connect, add friends and regularly update to make your profile work for you. Dive in head first - who knows what you will discover?

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Do-it-yourself public relations tactics will help get your name out there on a "blurb" or niche basis. However, professional public relations strategies can bring your brand awareness to the next level. To get your company the acclaim it deserves, contact **BBR Public Relations Director Andree Gonsoulin** at [agonsoulin@bbrcreative.com](mailto:agonsoulin@bbrcreative.com).

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