



## PR vs. Marketing — In with the New and out with the Old

By Melissa McAfee

*MJM Communications (owner of [www.prinbox.ca](http://www.prinbox.ca)) has landed media in the Associated Press, CTV, Citytv, Globe and Mail, Atlanta Journal-Constitution, the Los Angeles Times and even Dr. Phil all using these methods. Companies like 1-800-GOT-JUNK?, Genesis Security and Fitness on the Go have all benefited from [www.prinbox.ca](http://www.prinbox.ca). In today's frenzied marketing world, it's not worth it to spend big dollars on advertising – it's worth it to do your homework... and then sit back and enjoy a huge PR buzz.*



### PR professionals place more than 65% of all stories you see in the media.

It's no secret that the industry of public relations has long held too many secrets. Very few people even understand how public relations can benefit their business. Those that have some experience with it, often view it as a high-priced, unnecessary service that only large-scale, profitable

companies can use. Some people have had bad experiences with the inflated prices of PR firms that spent too much time strategizing, and not enough time delivering results. The truth of it is – no other initiative will grow your business as quickly or effectively as a strong PR campaign.

### So... what exactly IS public relations?

Public relations is anything to do with your business reputation. It encompasses managing a crisis, organizing a speaking opportunity, or pitching a story to a local reporter. Good public relations people know all the industry secrets and tips, ie:

- How to pitch the right reporter at the right time for the right story
- How to monitor the news for stories on your business
- How to send a proper thank you and forge a stronger media relationship

The truth of it is: Anyone can do PR if they take the time to learn a few tricks, practice some writing, and familiarize

themselves with basic industry rules.

Public relations can provide success for your business faster than any other part of your business model - BUT you need strong deliverables in order to achieve measurable results. PR DOES translate into sales. It translates into more traffic to your website, more customers in your door, and greater profit margins. It IS hard to measure, but it's not impossible, and it's well worth the effort.

The difference between marketing and public relations is simple. Marketing involves ongoing financial output with initial results, while PR involves an initial financial output, with ongoing results. With public relations, you're usually paying for a person (or some tools). With marketing – you're paying for actual collateral.

Much of public relations is measured in what we call 'Ad Value Equivalency', or AVE. If you were to buy advertising in a local print publication, or on television, what would it cost you? And would it be as credible as a third-party endorsement from an objective reporter? This is where you start to see the immense value available from a well-researched, strategic public relations plan.

### What should I look for in a public relations consultant?

- Look for someone who has good contacts (and a reliable media database)
- Look for someone who has a good clipping file
- Look for someone who really 'gets' your business
- Look for someone who's focused on results – NOT endless strategizing

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