



Dear [name]

Building Credibility when you need it Most – PR

Public Relations is the key to building credibility for your Brand...

It's about providing information about your products and services to targeted customers, whether they be consumers or other businesses who are interested in learning about your company and its achievements.

Brands need to find ways to differentiate and distinguish themselves from the highly cluttered market that has emerged in the 21st century. Unfortunately, because mass media has lost its effectiveness, PR can be the one true way to commence a direct conversation with the individuals that you target with your normal advertising and promotional mediums.

Research has shown that marketing messages translated by an objective third party (generally the media or industry experts), lend more credibility than traditional advertising media. PR can effectively target specific audiences or groups of stakeholders, such as customers, share holders, or government regulators. PR gives a company a greater ability to develop meaningful long term relationships with their customer base, and therefore improve profitability as well as reactions to good or bad perceptions in the market.



Whether positive or negative, messages can build or destroy a brand if the messages are not consistent. A brand must live up to what it promises to do. Furthermore, it needs 3rd parties to agree or confirm that it does indeed walk the talk.

Public Relations play a key role in helping to strengthen and enhance Brand value as well as being truly invaluable in today's marketplace.

Do you know what the perception of your brand is? Do you need to change the perception of your brand? Please click [here](#) to let us know. Please also let us know if you are no longer interested in receiving these emails, if so click [here](#)

Kind Regards

Andrew Spradson

