



inspiration ink

PR - what's the point?

It's more than hype

PR can help your name be seen by the right people, in the right places. Better still as a method of marketing, it is surprisingly cost effective.

Think of it this way, which has more credibility: the expensive ad that shouts 'Buy this – its great!' or the independent journalistic piece that communicates your message and shows you're human.

The secret is to 'find your story' and to get your name into the right media for you. This is what good PR is about, ensuring that your organisation gets the coverage it needs and usually deserves.

Hush we're not really marketing

PR is really a sophisticated marketing technique, which uses current trends and attitudes as leverage to get the product or organisation into the public eye.

Good PR can gain your organisation respect within your industry. For example, regularly contributing to a trade publication or ensuring that your organisation is the first to comment on new research, can all enhance your reputation. PR can even be used to set standards, by which your competitors will be measured.

Your public face (and even when things go wrong!)

As the name suggests public relations is about communicating effectively with the public, ensuring that your organisation is visible, understood and seen in a positive light.

Sometimes however, we all have to deal with tricky situations and PR can be an ideal solution when you're feeling hot under the collar. Inspiration Ink can provide a crisis management team, which will be by your side when the going gets tough and stay there until life returns to normal.

We can guide you through any situation.

It doesn't cost the earth

Inspiration Ink offer an affordable public relations service, which can deliver results for your business. We have worked with start-ups as well as established organisations, so you can be confident we will provide a PR solution which works for you and your budget.

Don't worry we're not spin doctors, we're simply people who know a good story and where to use it. [Contact us](#) for a free no obligation consultation – and see how we can get you noticed, for all the right reasons.