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Ellen Gunning

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Ellen Gunning : Ten Red Hot Tips to promote your business before purchasing it in order to gage whether or not it would be worth my time, and all praised Ten Red Hot Tips to promote your business:

0 of 0 people found the following review helpful. Ten red hot tips to promote your business By Clare O'Beara Disclaimer: I have attended two courses taught by the author and chose to attend the book launch. However, I bought a copy myself because I thought I would find it useful, and was not asked to write a review. This is an unbiased review. First, I enjoyed the read. This is not always the case with a business book. Second, I agreed that I am not doing as much as I could to give my business publicity. Through a series of short essays and case studies, Ellen Gunning

takes us through the concept of promotion and public relations. She first explains the difference between these and paid advertising or news stories. Next, she shows us different facets of the PR world from sponsorship to a goodwill ambassador and how these have paid off for different Irish firms. Anecdotes from her own travels are salted among the pages. Depending on what is most relevant to you, you will get a lot out of particular sections. Don't forget that your needs can and will change over the years. In the past I have staffed and run exhibition stands and conferences, two areas described. The main difference for me was that I was working with volunteers. (I always stress using the term staffing rather than manning, not mentioned in the book. Maybe Ellen thought it was too obvious, but I assure you it's not.) Contact with journalists occupies a large section, appropriately as the author is also a journalist and radio presenter. She explains how to find the right journalist for your publicity release, how to word it so the story item is at the top, how to gain publicity photos and send them, how not to annoy news desks and journalists by ringing to ask them if they have got the story, or by having nobody able to give an informed comment when they ring back for detail. And more. Good public relations are emphasised as being helpful to the success of any business. They build on Corporate Social Responsibility in some cases and can help to retain or attract good staff. They contribute to making your name known and remembered - Ellen stresses that the payoff may not appear at once, unlike advertising where a spend is calculated as producing a result in increased business. Sponsoring a playground produces local public relations while blogging and tweeting can be productive if the content is strictly controlled. I noticed a few omissions of content which I would have expected to see. No charts or tables. No photos. Ellen spends a chapter telling us about her own Academy, on a section about newsletters, but while she tells us that analytics are helpful she does not give an example of what she sees if she looks at the analytics of her website or newsletter, nor how to do that work. (Answer: ask your webmaster to insert the code and walk you through the regular results of how many people, living in which cities, opened the newsletter, enabled the images, clicked on which links, went to your site, browsed which pages, in what order, clicked which links.) I am more picky than some readers and would expect a little more attention to written detail, such as capitalising Culture Night. I had also never heard of the majority of the persons named who are apparently celebrities of some sort, and could have spent a considerable amount of time Googling to see who they were if I thought it mattered to me. Brief labels such as television actress, international footballer, singer / songwriter, hotelier, would have helped. Their names are not the point though; the point is that you can transfer the lessons from an Irish firm or society to your own. Some of the content is relevant to a social club or sole trader as it stands, but some would need to be adapted as it is aimed at businesses with a lot of staff. The presentation of the book is nicely simple with a retro cover and easy to read text. On the back cover, I'd have used a few bullet points in a business book blurb, named some of the firms giving case studies like Newbridge Silver, and given an author photo. This book tends to undersell itself. Do take a look as you will probably find some of the sections very useful and entertaining.

'If I was down to my last dollar, I'd spend it on public relations.' - Bill Gates
PR techniques can be used by businesses of all sizes. In 'Ten Red-Hot Tips' well-known PR guru Ellen Gunning reveals the top ten most important types of PR for small to medium-sized businesses. Ellen cuts through the jargon to provide the reader with techniques to create the 'angles' that will interest the media. 'Ten Red-Hot Tips', outlines the importance of creative thinking, persistence and knowledge of the market you are operating in (including the media and web markets) and devoting time to learning and applying the techniques. You won't apply all of the techniques - they won't all be relevant to your business - but the techniques you decide to use will enhance your presence in the market and generate talk about you, your business and your products.

"I certainly have no hesitation whatsoever in recommending this book to an SME organisation or a small business owner who wants to develop a strategy to promote their business on whatever budget may be available to them." - AJ Noonan, Chairman of the Small Firms Association (Ireland)
About the Author
Ellen Gunning is the director of the Irish Academy of Public Relations, which she established in 1992. She has been training students and corporate agencies ever since. She has lectured at UCC, UCD and GMIT, and she is an annual guest lecturer on the MA Programme in public relations at DIT. She has provided corporate training to some of Ireland's best-known bodies including County Enterprise Boards, An Garda Síochána, BNP Paribas, Cork City Council, ESB, IDA, ICSA and the Small Firms Association. Ellen is the author of 'Public Relations - A Practical Approach', which is the core text on all PR courses in Ireland. She is also chairman of the board of directors of Dublin City FM radio station where she presents a weekly programme - 'Mediascope'.