



BRAND SOLUTIONS GROUP

Seven Mistakes NOT to Make When Hiring a PR Firm

Letting YOUR Campaign Be THEIR Campaign

Some PR firms have lots of experience in a particular area, or with a particular type of outreach. That's great – but don't get sold on letting them create a campaign for you that follows their same old typical stuff. You deserve a customized PR campaign that is designed around YOUR needs, YOUR audiences, and YOUR ultimate goals, not theirs.

Working with “Rosie the Riveter”

We can do it! You want X? We can do that! You want Y? We can do that too! You want A and B and C? We can handle ALL your PR needs, everything you can possibly ask for! C'mon. You know better than to believe that. Even the Fortune 500 companies with their big PR departments hire multiple PR firms to handle specific aspects of their accounts. Figure out WHAT you want, and find the best firm that excels in these specific areas.

Getting Hooked with the “Bait-and-Switch”

When choosing a firm, you'll be wowed by the creative minds and top leaders of the firm. But once you sign on the dotted line, you may find the brilliant minds you met and connected with are handing off the PR campaign to junior staff and newbies. Either demand these leaders work on your account, or get to know the team that will actually do your day-to-day PR tasks.

Getting Lost in the Client List

Do you know what other companies your PR firm represents? Are your competitors on their client roster? Do they provide services for companies similar to yours? If so, how can you be sure that YOU are their #1 priority? And what will they do when a golden opportunity comes along – share it with you, or give it to the highest paying customer?

(Mis)Counting Media Placements

Just like accountants who cook the books, some PR firms have strange ways of counting the number of media placement (or “hits”) garnered on your behalf. For example, posting a press release on a service (like PR Newswire or PR Web) that gets posted on hundreds of website scrolling news feeds for 30 seconds is NOT equivalent to hundreds of *qualified* media placements.

Assuming “PR” = Press Releases

Executives and entrepreneurs are busy building their businesses and sometimes forget to see the forest when trying to identify the trees. While press releases can be an important piece of your communications and media relations, remember that PR includes a variety of outreach and communication tactics.

Billing Blunders – Not Matching the Money with Metrics

Let's face it – sometimes measuring the effectiveness of a PR campaign can seem confusing. Don't get caught paying for PR without clear goals and metrics. Get to know how your PR firm plans to show you results before you show them the money.

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