

## Public Relations

Public relations more commonly referred to as PR, is concerned with improving the public profile of your business portraying it in a positive light to attract clients and the best employees. It should communicate your messages to prospective clients to achieve credibility in such a way that it sets you apart from your competitors. It is about building a reputation, as a result of what you do, what you say and what others say about you. It is also concerned with improving your relations with the existing clients who attend your salon.

### **Public relations can:**

- provide visibility in the market place by creating awareness of your product or brand
- assist in the launch of new products or services
- provide widespread media coverage
- establish credibility
- increase the growth rate of the business

It is important that any PR campaign supports and complements existing sales and marketing activities to ensure that consistent messages are communicated to the target audience.

Effective public relations create the environment that makes it easier to market the business. Good public relations will also help you to raise your profile and develop your own image or identity, creating a brand that will appeal to your target market, making you stand out from the competition.

This is known as 'Differentiation'. If you think you are better than your competition you must find ways to tell people and effective PR will do this.