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NF96-282 Setting Up Your Own Business: Public Relations and Advertising

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Setting Up Your Own Business: Public Relations and Advertising

Carol Thayer, Extension Specialist, Small-Scale Entrepreneurship

Your initial market research has helped you to identify your target market. You now are aware of the people you need to reach and what you need to tell them about your product or service. In addition, you know how to position your product or service relative to your competitors; what price is most effective; and how you will package your product or service. The question you now need to answer is: "How will I let the target market know about my product or service?"

It is through marketing communications – public relations and advertising – that you "talk" to your market, get its attention, and "capture" its business. No matter how great your products or services are, you might as well be invisible in nobody knows about your business.

Public relations and advertising have different purposes in the marketplace. Public relations makes people aware of and sells your company and the people who make the product or provide the service. Advertising sells the products and/or services. The biggest difference between public relations and advertising is cost. Public relations costs generally are low, while advertising generally is expensive. When used together, public relations and advertising can be very important to your business.

Public Relations

Public relations helps you gain credibility and visibility in your market at little or no cost because instead of purchasing advertising time or space, you submit newsworthy information to editors and reporters, who in turn, may publish or broadcast the information.

Any small business can use a public relations program in its marketing communications strategies. Public relations conditions your markets to be receptive to your advertising and your salespeople. It develops relationships, reputation, and "image". Publicity plays an important role in building the public awareness of your business and perceptions of it as a legitimate and reliable source of the goods and services you supply. Publicity has greater credibility than advertising.

Advertising

Advertising is often as important to the success of a small business as its location, start-up capital and management. It is an integral part of any overall marketing communications strategy because advertising makes the sales happen. Advertising messages are different from other types of communication and public relations messages because they attempt to persuade from a distinct point of view and they are paid for by an identified sponsor. Advertising makes the sales happen.

Advertising is most effective when it attracts favorable attention to a product or service and is remembered by those who see it. This happens when advertising is especially clever, offers an outstanding value, or is otherwise memorable to the prospective buyers. If your advertising gets the public to remember you and to react by purchasing from you, it is successful.

It is important to spend the right amount for advertising: too much is an extravagance, and too little is dangerous. Tie the costs to results. Have an advertising budget and stick to it.

Public Relations Checklist

List all the media – newspapers, trade and business magazines, radio and television stations – in your local area, plus other media that would be interested in your product or service. Include a contact person, address, and phone number. If possible, note the reach or circulation.

1.	Name:	Phone:
	Address:	Contact Person:
		Reach/Circulation:
2.	Name:	Phone:
	Address:	Contact Person:
		Reach/Circulation:
3.	Name:	Phone:
	Address:	Contact Person:
		Reach/Circulation:
4.	Name:	Phone:
	Address:	Contact Person:
		Reach/Circulation:

Select the format you will prepare.

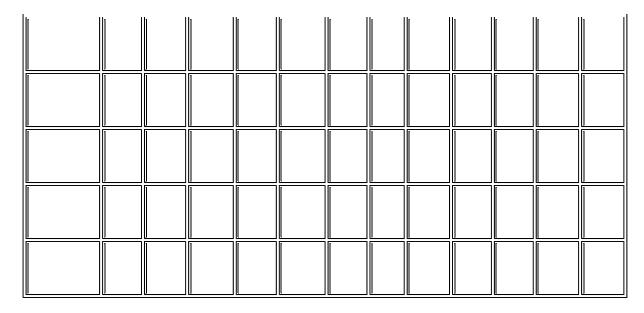
news release background	outline	question and answer list story tip sheet
I can include: ☐ quotes ☐ anecdotes ☐ examples ☐ times and dates		sources of additional information, list:

details (names of things, people, and places)	
Other Public Relations and Publicity Tools	open house
I can try:	captioned photos
envelope inserts	short feature articles
personal letters	☐ radio and TV interviews
speeches	newsletter
convention and trade show displays or	sponsoring individuals, groups, and/or
booths	activities
flyers, booklets, brochures, leaflets	contribution of goods and services to
audio-visual presentation	public or private events
tours	

Create a start-up public relations calendar for the first year of operations. Arrange projects by months that will be of interest to the local, regional, or national media.

PUBLIC RELATIONS ACTIVITY CALENDAR

Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec



Advertising Checklist

Write down three messages you want your target market to hear

e down three messages you wa	ant your target market to near	::
1.		
2.		
3.		
Determine an advertising bu	dget as:	Amount budgeted:
percent of sales:		dollars per promotion:
The advertising dollars will b	e allocated by:	
calendar periods:	type of media:	geographic sales area:
major product line/departments:	other:	
The media sources in which l	will buy advertising:	
☐ billboard/outdoor advertising ☐ magazines ☐ signs ☐ radio	direct mail newsletters newspapers specialty advertising	directories television yellow pages other:
Results will measured by:		
use a coupon offer a discount	traffic/sales count conduct a contest	reply card incoming calls

use a "key number	conduct a survey	telephone follow-up							
Resources I can use:									
public library trade associations	media salespeople Chamber of Commerce	manufacturer's sales representatives advertising agency							
other:									
If I use an advertising agency	If I use an advertising agency, I will:								
pay an hourly fee	pay a flat monthly fee	pay by the project							
other arrangement: explain	oriefly								

Create an advertising calendar for the first year of operation. Consider: type of media, month/season, frequency, size, days of week/week of month, time of day and cost.

Advertising Schedule

Media	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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Results						
Cost						

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