

2012

PR SURVIVAL TIPS

How's 2012 shaping up so far for your business? We can be certain we'll see further growth in the online world and this will affect everyone. What's not certain is global economic conditions and their impact on WA. So how do you stay one step ahead of the public relations game and how can Clarity help you?

01. Assess whether your communications actively incorporate social media and the digital stratosphere.

With 13 million visits to Facebook a month and 11 million visits to Youtube, social media should already play an active role in your communications activities. The challenge is to make your efforts credible and meaningful. We have the tools and expertise to make the social media world simple and integrate it with your traditional communications activities. We can also help measure the effectiveness of your journey into social media.

02. Reputation is linked to ranking.

There are now several hundred million Google enquiries each and every day. Search engines provide answers to almost all our questions. So isn't it imperative that your business is highly ranked for queries linked directly and indirectly to your core operations? Search Engine Optimisation (SEO) will help drive stakeholders and media to your web site. It's not that costly or difficult, but it is vital.

03. Take an active approach to issues management.

The lessons learnt from the GFC surely indicate that we need to be prepared for issues coming upon us suddenly. We workshop issues with clients, provide insights, undertake research and scenario planning to help prepare companies for any eventuality.

04. Get your crisis plan up to date.

On the back of scenario planning, it often becomes evident how deeply a crisis can affect a company. It's important to be prepared. We ensure your company and its key people are equipped to communicate effectively in any unexpected emergency or crisis situation.

05. Familiarise key executives with all sectors of the 'new' media environment.

The continuing decline of printed media, and the rise and rise of online news, means executives need to understand how the 21st century news cycle works, where people are getting their news and how they absorb information. We prepare you and your media spokespeople to handle journalists' questions and navigate the media's requirements and demands.

06. Be proactive with media relations before your competitors are.

Take advantage of the online media boom. Video, images, research and connectivity help promote your story. Develop lasting relationships to make sure the media call you for comment on industry developments before your competitors. Clarity can set the groundwork for your ongoing relationships.

07. Make a community investment strategy really work for you.

Community investment programs are an increasingly popular way for companies to connect with customers and communities. As a result there is now a greater need to find partnerships that are effective, different and assist your business to properly position itself. We work closely with clients on strategies to ensure their investment dollars are maximised in both spending and promotion.

08. Be prepared for mergers, acquisitions and new business models.

Low prices for some commodities and difficulties in obtaining capital will lead to corporate take-overs and business restructures in 2012. It's very unsettling for staff and can impact on the bottom line if not done with a level of transparency between management and the team. Being prepared to communicate to your team about the journey ahead is essential to success.

09. Keep your best employees when everyone else wants them.

The CCI is constantly highlighting the labour shortage we will experience in the next two years. We undertake a range of research and all want to attract and retain the very best staff in this time and we all know it's not just about salaries. Communication will be the ultimate tool to your success. Our strategies, research and digital tools ensure your message is being heard or seen in the most effective format, and at the same time allow employees to have their say.

10. Measure, analyse and refine your strategy.

You wouldn't conduct any other part of your business without evidence to back your decisions and actions. Nor should communications be any different. We undertake a range of research and can assist you to create and implement specific measurement tools to assess a situation or a bigger campaign.

Other things to consider

PR is cost-effective

Companies need to engage with their audiences and, with advertising proving to be more expensive and less likely to influence stakeholders, PR will continue to prove its worth in the marketing mix.

PR is adaptable

In today's unpredictable economic climate, committing to large advertising campaigns can be daunting, while PR campaigns that get results can be fast and effective.

PR people are storytellers

In this uncertain world we're living in, it's great to spread a little positivity and optimism. PR is still the best way to tell the world your company's story.

Visit www.claritycommunications.com.au for more information.

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Clarity RAISING REPUTATIONS & BUILDING BRANDS