



What Should I Expect from my Public Relations Firm?

Not all PR firms are created equal or a good fit.

Right Size. Right Fit. Right Time.

The firm is right-sized for where you are today as an organization. Are you a 7-person team start-up company? Pick a freelance PR consultant or smaller firm to help you build awareness. Not only is it cost effective, but they can typically size their efforts for where you are. You don't need a marquee name to make a splash. Or, are you a growing brand that needs industry specific expertise? Seek and interview a firm that “gets you, your size, vision and industry.

Do you get a good vibe?

While it may sound silly, if you don't get along and can't work side by side, nothing will get accomplished. You're going to work closely with these people — ideally for a while if all goes well. Make sure you like them. This can't be understated. Even if a firm does good work and has all kinds of accolades, testimonials and awards, if you're going to butt heads with them all the time or dread phone calls, you could and should look at someone else.

Know what you want, and share it upfront.

If you don't know what you want, how can you expect someone “outside” to? Know what you'd like to have the firm handle, are there things you want to do yourself? It's up to you to determine where you want your audience to pay the most attention, and who that audience is in the first place. The right answer is never “everybody.” Know what metrics are important to you - and make sure you articulate that to the firm. The quicker you can get on the same page, the better the opportunity for success!

Be Committed to Feeding the Beast!

Feed the Beast...

You have to continuously give your PR team new content, announcements, angles, pitches, information to work with. You are the only one who knows what's going on inside your business and where you need it to go. Imagine your PR team or firm as the fire breathing dragon who lives in your basement to heat your pipes. Cold water sucks... give them content so they can do their jobs. And keep in mind, the “you” doesn't have to actually be YOU. Give your firm access to multiple people in the organization, let them do the footwork and you get to approve it!

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Aligning People, Performance & Strategy