



A DESIGN PARTNERSHIP

HOW TO CREATE AN EFFECTIVE COMMUNICATIONS STRATEGY FOR GROWTH

Public Relations

-Exposure + Expansion

Third party endorsements granted by mass media outlets remain a powerful staple for growing a business.

-Reach New Clients

PR, the drafting and pitching of stories, and relationship development with magazine, media websites, and newspaper editors, is a crucial instrument in reaching potential customers that may be outside your current social media and email marketing reach.

-Relationship Building

Industry, Potential Clients, Editors, Personal Relationships

An inside look at a publicist's step by step process:

- Create a unique communications strategy with innovative pitch angles for 6-12 months, and ongoing long lead and short lead pitches
- Position as a leading brand through expert tips, advice, trend stories, etc.

Speaking Engagements + Media Events

- Get involved in conferences, festivals, markets, and panels in the industry
- Brands that continually exude influence will become known as an expert
- Your PR team will help get your brand involved in the right influential talks and discussions in the industry in front of the right target market

The Value of PR for your Brand

- Get people to talk about your business in a positive way
- Advertising messages are paid messages – PR comes from a third party and an objective source which is one of the most credible and persuasive forms of promotion

Public Relations 101

Content Curation

-Ever wonder what the difference is between an instantly recognizable brand you see every day and the thousands of companies simply blending into the mix?

GENUINE CREATIVITY, CONSISTENCY, GOOD CONTENT INVESTMENTS.



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Crucial items to make your brand stand out to editors, via social channels, to the public, etc.

- High-Res professional photography – at least 300 dpi
- Behind the scenes videos – before & after photos during your projects/work – give followers an inside peek
- Create a blog offering with updates on your work and expert tips – aid in positioning yourself as a credible source to work in tandem with your PR program

Partnerships

-PARTNERSHIPS ARE POWERFUL

- Get involved with other like-minded brands (architects, builders, designers, furniture makers, textile lines, etc.) and create limited edition collections, collaborative events, participate in social media takeovers, etc.

Elevate Your Brand with PR

- Once your PR program/strategy is set into place, it's time to elevate your brand
- Get ahead of stories. Do you have an exclusive/exciting project coming up, a collaboration launch, new product hitting your site, etc.? It's important to plan your positioning of the news ahead of time so you can gain the most exposure and reach the best target market possible.
- New project – select three to four top tier media outlets you'd like to offer as an exclusive, pitch to them first instead of pitching and sharing the news out to a mass group of media
- Create the narrative. You get to choose what you share, who you share it with, and how it is shared. Once you've established this narrative, you can share with media and they will spread the word, providing third party recognition.

Please feel free to call us or email us with any additional questions you have regarding Public Relations:

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