



Public Relations Laundry List

It is important to provide a consistent, professional image of your company using a wide range of promotional materials and delivery methods. Review the following list to determine what items you already use and what you may want to begin using.

Use	To:
Press Releases	Announce news about the company, product, service or event.
Press Kits	Provide in-depth company information to reporters, investors or customers. Press Kits can include press releases, executive biographies, company fact sheets, milestones, logos and pictures.
Promotional Gimmick	A gift or product packaging to remind customers or press of your company.
Association Promotions	Work with key industry groups such as ASTA, ICTA or consortiums to provide educational materials, posters, brochures or contests that subtly promote a designated product or service while providing a valued benefit to the recipient.
Endorsements	Work with leading corporations or associations that already have a relationship with your potential customers to gain endorsements. Work with the corporation to actively reach the targeted customers and publicize the endorsement.
Exhibit Space	Participate in trade shows using fresh materials or booth ideas to encourage repeat attendees to always visit your booth.
Sampling Event	Invite area customers to see the product in action.

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