

**For additional details, contact:**

Amy Lewis  
Strategy Communications  
Phone: 619-713-0622  
Email: Amy@scpublicrelations.com

---

---

**PRESS RELEASE**

---

---

**FACILITATING SUCCESS**

***Make Your Public Relations Plan Work For You***

**SAN DIEGO, December 5, 2006:** There is no debate that establishing and executing a strategic marketing plan can assist in the growth and success of a business. A successful marketing campaign helps a company find its consumer target, as well as works to achieve public awareness and familiarity. Public relations is a predominant sector of marketing, and many times favored over costly advertising due to its great effectiveness and lower cost. The tactics and strategies executed within public relations campaigns do not only help to achieve public awareness but creates credibility with present and future clients as well, an aspect often left untouched by advertising.

**When creating a public relations plan, there are some keys aspects which are important to remember such as identifying one's target audience. Read on to see how Strategy Communications, a full-service public relations agency, advises on how to effectively compose and plan an effective public relations campaign.**

**Focus On The Consumer**

The first step to achieving a successful marketing strategy is to identify a company's target consumers. Most companies know the group of consumers that are easily targeted by their products, however, many times other appropriate, not as obvious, audiences fail to be uncovered. It is important to analyze all markets and demographics to ensure all of the appropriate audiences are reached, as well as all possible consumers are found. It does takes creativity and resourcefulness to be able to identify the even most seemingly distant consumer as an appropriate match, but discovering a company's optimal target audience is a vital task.

**Understanding Your Customers**

Once the target audience is realized, understanding those consumers is next. In order to be able to effectively obtain the interest of that audience you must be aware of what attracts them. Without knowing the customer thoroughly, the most you can hope for from your marketing are chance results, which should not be good enough for your business.

**Defining Your Target Audience**

In order to define your target audience, begin by analyzing the consumers you already have. Take a look at your most profitable clients and also the most common group of consumers you are already involved with. Now compare the clients and try to determine what is similar about these consumers. Try to think outside of the box about common trends among these clients. They may all be linked by a common interest, activity, lifestyle or industry that was previously unknown to you. Now, take these connections and look for other groups of people who may share the same

traits. Next try to identify if the consumers share common personal traits, such as age range, income range, living vicinity or education. This can be particularly helpful when trying to figure out new and interesting ways to market the realized target audience. These steps may render a more effective, creative and profitable marketing plan if approached with imagination and good research.

### **Create A Plan For Each Market**

Once you have decided who your target audiences are, a marketing plan must be assembled. You must assess whether the consumers that you would like to target are going to be able to be grouped under one marketing plan or if several strategies will have to be assembled. Sometimes, in order to be effective, target each group with a separate campaign. This must be created for each because their interests are so different. Taking this into consideration may improve the effectiveness of your marketing.

### **Appropriate Media**

Just as targeting the appropriate consumer audience is important, utilizing the appropriate media contacts is essential. Public relations does not use billboards or commercial ads to achieve publicity, but instead attracts the attention of the media (reporters, editors, TV producers), who in turn promote or mention the company or product. Due to this approach, it is vital that the appropriate media contacts are obtained. This includes the reporters and writers at the news stations, newspapers, or magazines that a company's target audience would be interested in.

### **Creative Messages**

The media has heard every boring approach from companies hoping to receive exposure. It is a public relations agency's job to create new and interesting angles for a company's services, products or event. These messages should be geared towards the needs and interests of the media and its viewers. Even the most covered topic in the world still has the potential to be done with a new spin. This is achieved through the observance of yearly or local events, seasons, popular interests and good creative thinking. A creative spin goes a long way in terms of exposure in the world of publicity.

Creating a successful marketing plan is a difficult but important task. A creative and resourceful public relations agency can help your company find its consumer and media niche. It takes original and unique approaches to get your company noticed, but this is something that a public relations agency is fluent at.

*Strategy Communications is committed to securing their clients the best possible coverage throughout San Diego County, as well as throughout the rest of the nation. Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at [www.scpublicrelations.com](http://www.scpublicrelations.com) or by phone at 619-713-0622.*

###