

Turning a ‘great idea’ into a PR campaign

From time to time, all of us have an idea about something we’d like to do. Quite often that idea relates to our work life. Sadly, more often than not, these ideas remain just that – because we get stuck when we begin (or even contemplate beginning) to put the idea into effect.

So, why don’t we put these ideas into effect? It could be:

- **Fear** – of failure and the consequences of that failure, or even fear of the consequences of success.
- **We run out of time.** Life gets in the way. Other things happen – and other opportunities come along.
- **We don’t have the money** needed to make the idea a success.

Regardless of why your great idea isn’t progressing, feeling guilty or frustrated at not getting something done is no help at all. The best strategy is:

- **Admit there’s a problem**
If you get that sinking feeling when the ‘great idea’ falls to the bottom of your ‘to do’ list yet again, admit there’s a problem. If it really is a ‘great idea’, you’ll need to find another way of resourcing it to get it done.
- **Decide if you really want it to happen**
Maybe you don’t really want it to happen – because you’re afraid of the sacrifices you’ll have to make to get it done or you’re afraid of the consequences of failure (or even success). If so, drop it – and don’t feel guilty. Risk taking isn’t for everyone. Part of running a successful business is keeping focused. We all need to know when things are going to distract us from our core activities or specialisms.
- **Decide if you really want to do it yourself**
This is a key issue. In the current economic climate, keeping activities in-house is attractive because it appears cheaper – even ‘free’. However, ‘cheap’ is not always the most effective or efficient solution to a business issue. If your ‘great idea’ is potentially highly rewarding, you may have to find the budget and engage an external specialist to provide the impetus, energy and enthusiasm needed to

bring the idea to fruition. If you want something done but are getting nowhere fast trying to do it yourself, try getting others to do it – and manage the project.

In my experience of working with businesses over more than 20 years, one of the best ‘great ideas’ that never quite gets round to happening is a PR campaign.

If you’ve been trying to ‘do PR’ for your business on an in-house, ad-hoc, ‘cheap and cheerful’ basis but realise that, in the current economic climate, the best differentiators for a business looking for a competitive edge are its ‘brand’, reputation and media (including social media) coverage, then:

Don’t prevaricate. Do it

Don’t keep your PR campaign as just a ‘great idea’ that never happens. Plan your campaign (see below). Set target dates for each activity. Create some momentum. Invest sufficient time and energy in the process that you’ll have to continue in order to get a return on your investment.

Plan your PR campaign

1. Determine your ‘unique sales proposition’ (USP)
2. Determine your message, based on your USP
3. Determine your target market
4. Find media (including social media) opportunities to reach that target market
5. Produce relevant material and content
6. Create a system to keep in touch with your target market

Get a professional to help

You can guarantee that your great idea gets put into practice by using a PR professional – such as Bob Little Press & PR, of course. All you have to do is find the time to project manage the campaign and the money to resource it.

You don’t have to settle for ‘cheap and cheerful’, ‘in-house’, inert and ineffective. You can have ‘OPQR’: Outsourced, Proactive, Quality service and results, as well as ‘Reassuringly expensive’ – and still be cheerful.