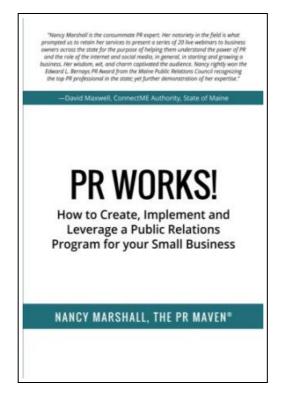
# PR Works!: How to Create, Implement and Leverage a Public Relations Program for Your Small Business



Filesize: 6.8 MB

### Reviews

Very beneficial to any or all group of folks. I was able to comprehended everything using this composed e ebook. I am pleased to inform you that here is the finest publication i have study inside my individual daily life and might be he very best pdf for actually. (Brielle Hilpert)

### PR WORKS!: HOW TO CREATE, IMPLEMENT AND LEVERAGE A PUBLIC RELATIONS PROGRAM FOR YOUR SMALL BUSINESS



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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*\*. PR Works! is a guide for small business owners who are looking to put together a PR strategy that combines the best of old-fashioned relationship building with all the new social media networking techniques. You Il not only learn how to plan and implement a PR program for your small business, but you Il also learn how to measure its success. And with the actual templates and examples provided by the PR Maven(r) there will be no guesswork! Written by Nancy Marshall, The PR Maven(r), PR Works! is an essential tool for any business owner that wants to leverage the power of public relations. This book will guide you, step-by-step, on exactly how to create your own public relations program for your small business. You Will Learn. How Public Relations Works The Importance of Having a Game PlanThe Art of Storytelling Social Media Programs That Generate Results Proven Ways to Increase Website Traffic The Secret To Scoring Big With The Media The Know, Like, and Trust Factor How To Position Yourself As An Expert Creating Your PR Team Measuring Success Plus, the author has included many helpful examples that you can repurpose and use for your own business. This book is the essential guide to help small businesses increase their profitability by implementing their own public relations programs. What Others Are Saying. Nancy is my go-to person as far as learning anything to do with PR, Marketing and communications for non-profits, for-profits, municipalities or individuals. She has a wealth of anecdotes to illustrate whatever she is talking about.

- Professor Tom Morrione, Colby College I ve known Nancy Marshall for many years and have always been impressed with her incredible understanding of how the PR world works. She s leveraged her 30+...



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