

3 Ways to tell if Your Public Relations Money is Being Wasted

Let's face it; hiring a Public Relations firm is not cheap. You're paying for PR expertise and contacts. But how do you know if you are getting your money's worth?

For years, I have been on the receiving end of PR consultants and their pitches to get publicity for clients. Many PR consultants simply go through the motions and provide no *real* return on the company's investment. But, how would you ever know?

Here are 3 ways to tell if your Public Relations money is being wasted:

1. **Your PR experience is a round-trip venture** -Your return on investment (ROI) should come back to you in the form of a sale, new clients or new leads. If you do not see tangible results, you are throwing away your money.

You – PR consultant – media – publicity – new leads – you

2. **Proof of Performance** – you likely receive a periodic list detailing your media exposure, interviews, article mentions and the number of press releases distributed. Instead of asking “*how many interviews do we do?*” You should be asking, “*how many interviews actually hit the air?*”

Most press releases never get read past the first sentence and many recorded interviews never make it in a show. *Just* sending out press releases or setting up interviews isn't enough. You PR consultant should pitch great stories, follow-up and work their contacts. You can do the bare minimum by yourself for free.

3. **Quality of Contacts** – Who are your PR rep's media contacts? How solid are those relationships? What's their success rate with those contacts? Is your PR person respected? Or black-listed? Do you have any idea?

A PR person's relationship with the media has little to do with the quality of their press releases and everything to do with the quality of their relationships. Most companies have NO idea how their PR consultant is regarded by the media or know the quality of their relationships with reporters and Editors. Instead of asking to see work samples, you should be asking to see a list of contacts.

For Public Relations consulting, or to request a PR audit to protect your investment, contact Anietra@AnietraHamper.com.