



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

By Nancy Marshall

Createspace, United States, 2015. Paperback. Condition: New. 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 ll not only learn how to plan and implement a PR program for your small business, but you ll 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 WorksThe Importance of Having a Game PlanThe Art of StorytellingSocial Media Programs That Generate ResultsProven Ways to Increase Website TrafficThe Secret To Scoring Big With The MediaThe Know, Like, and Trust FactorHow To Position Yourself As An ExpertCreating Your PR TeamMeasuring SuccessPlus, the author has included many helpful examples that you can repurpose and use...



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