

# TOP 10 PUBLIC RELATIONS

## ADVANTAGES OF PR

Reaches a large number of people

1

Builds credibility

2

Positions you as thought leader

3

Builds name recognition/brand

4

Stimulates demand

5

Can be repurposed

6

Gives your firm a personality

7

Cheaper than advertising

8

Boosts your ego

9

Delivers detailed information to  
your target market

10

## LIMITATIONS OF PR

Requires a commitment of time and energy

Specific results are hard to measure

May be misquoted

Difficult to predict reader/listener response

Interviewer controls the interview

Can get bumped for more pressing news

May not get into the publications you desire

Ineffective if not strategic and consistent

Risk you may be put on the spot

May not be asked the questions you want  
to answer

## LEARN MORE

Talk with SunStar Strategic about a professional public relations program to help your firm grow.

Then give your spokespeople the support they need with SunStar's media training workshops, ongoing interview coaching and full complement of traditional and digital marketing services.

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