



HOW TO GET THE WORD OUT

USE THE POWER OF PUBLIC RELATIONS TO REACH CUSTOMERS

Public relations (PR) is an excellent marketing tactic to help keep the public and the media updated about your company. The more customers read about your company, the more likely they are to visit your Web site or store location—and eventually purchase your products or services.

A good PR campaign can work for companies no matter what line of business they happen to be in, from florists to CPAs, software to restaurants. In fact, any organization or individual with a message to deliver or a goal to achieve can benefit from a PR effort. The trick is to offer newsworthy materials and use persuasive techniques so your PR can help you grow your business and make more money.

EASY STEPS TO GET STARTED WITH YOUR PR CAMPAIGN

Creating your first public relations campaign doesn't have to be difficult, but it will require some planning. Keep in mind that deadlines for some newspaper and magazine articles can be weeks or even months before they're published, so the sooner you start developing your strategy, the more successful your PR efforts are likely to be.

STEP ONE: Identify the best media for your news

Who do you think will be most interested in what you have to say about your company? If you want to publicize an event at one of your store locations, targeting readers of your community's local newspaper would be a good bet. If you want to generate buzz about the latest innovative software product available at your online store, reaching subscribers of a computer magazine might work well. Check your local library for resources like *Bowker's News Media Directory* that you can use to find the names, email addresses, and phone numbers of reporters and editors that you'd like to contact.

STEP TWO: Figure out what you want to say

What makes your company, products, or services unique? If you spend time developing a "hook"—an attention-grabbing piece of information that readers will find interesting—writers and editors will be much more interested in finding out





VERISIGN STRATEGIES FOR SMALL BUSINESS

more about your company. A good hook can feature just about anything, but here are a few examples to get you thinking:

- New product announcements
- Charity drives and other fundraising activities
- Grand openings of new store locations
- Online store Web site redesigns

STEP THREE: Write a press release

A press release is basically a short document, usually one page, that's aimed at raising awareness and calling attention to an event or newsworthy happening at your company. There's really no one "right way" to write a press release, but including some key elements will help your story get noticed. Be sure to include your company name and contact information at the top of the release, and include the most important details about your new product, service, or other newsworthy topic in the first paragraph of the release. Adding a few quotes from your customers, your employees, or yourself about why the news is so exciting can also help. Finally, don't forget to make your press release Web-friendly by including a hyperlinked URL to your Web site.

For more information on how to format and write a press release, visit:

<http://www.publicityinsider.com/release.asp>

STEP FOUR: Distribute your release

Send your new release to the writers and editors you found while you were researching media outlets in step one. Or you can also use press release distribution services to get your information out to a wider range of people rapidly. Here are a few services you can explore:

<http://free-press-release.com>

<http://www.marketwire.com>

<http://www.prweb.com>

Also, remember to post your release on your own Web site so visitors can read it.

A good PR campaign can be a powerful tool to get more visitors to your Web site, but don't forget that it's also essential to make sure that people know that your site is trustworthy. VeriSign Trust Seal can help you establish that trust and give you an edge over your competition. To learn more, visit the VeriSign Trust Seal Web site at www.verisign.com/trust-seal.

LEARN MORE

For more information about how VeriSign Trust™ Seal can bring trust to your business online, please call: 866-878-7847, 650-426-5333 or email: trustteam@verisign.com. Visit us at www.verisign.com/trust-seal for more information.

ABOUT VERISIGN

VeriSign, Inc. (NASDAQ: VRSN) is the trusted provider of Internet infrastructure services for the networked world. Billions of times each day, VeriSign helps companies and consumers all over the world engage in communications and commerce with confidence. Additional news and information about the company is available at www.verisign.com.

