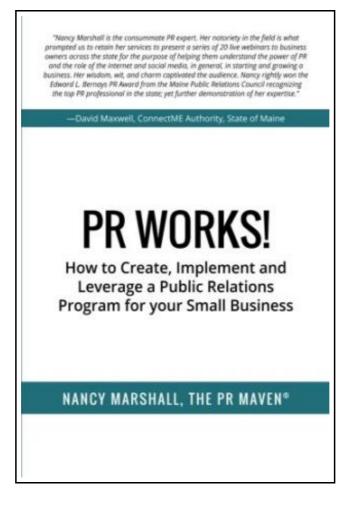
## PR Works!: How to Create, Implement and Leverage a Public Relations Program for Your Small Business (Paperback)



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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 II not only learn how to plan and implement a PR program for your small business, but you II 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 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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