



## **Common Public Relations Questions** *(We Thought You Might Be Interested)*

**Can I get a brochure for that?** Brochures, flyers and printed materials all have their place in a marketing plan. We often ask how they'll be used and how they'll fit into the plan. If the answers to these questions don't make sense, don't spend the cash.

**Do I need to Twitter?** Facebook, Twitter and other sites are one tactic we use in online marketing strategies—called Web 2.0. If you're not sure how these social media sites fit into a strategy, research it first to be sure it fits into your long-term goals.

**How do I get into the IBJ?** Business owners want to be in the *Indianapolis Business Journal*. What's your news hook? What's your expectation if you are in the paper? What comes after that?

**Why can't I get leads through my Web site?** A company's Web presence is more than pictures and pages online. Are your pages optimized for search engines? Why would someone return to your Web site again and again? How does the Web site work with the social media strategy?

**Is there an app for that?** Marketing is not as simple as a download to an iPhone where you can plug in goals and generate a plan. It's more art than science. There is no silver bullet.

### **How can I get a short-term investment and long-term impact?**

There is none. Marketing is a long-term effort that should be planned for through time, treasure and talent.

**What's my ROI?** Business owners are often tentative to start a marketing program because they want to know ROI before they start. We wish we had that crystal ball! What does ROI mean to you? More prospects? More partnerships? Better internal team communication? It's more than just money when it comes to your most valuable intangible asset—your reputation.

### **Now that I have the customer**

**I'm done, right?** Customers generate more customers through word of mouth. They are your best source of referrals. Have you thanked your customers? Have you shown them appreciation and gratitude for staying with you in good and bad times? Are you communicating to them regularly about what's happening in your business?

**What's the plan?** This is the question we ask our prospects. Often marketing plans are in someone's head. The plan hasn't been documented and budgeted. Goals are not established nor ROI outlined. More over nothing has been communicated among management, sales teams and employees. Planning and communication are key to a successful marketing program.

**Operating in Indianapolis** for nearly 10 years, Hostetler Public Relations specializes in working with small-to mid-size business owners looking for a long-term marketing/communications strategy, counsel and execution.

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