

Metigy podcast



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Daren: Public relations is amazing. If you understand its value most small to medium businesses, artists and creatives don't understand how powerful the leverage of working with a PR agency is find out how you can use PR to work for you on This Week In Marketing.

Hey everyone. I'm Daren Lake and welcome to This Week In Marketing, another podcast by Medigy. In each episode, we answer questions or talk about one specific idea to help you market and operate your small to medium. Better. And we do that by making them easy to digest, short and concise because we've all got a business to run.

Sophia: I'm Sophia, [00:01:00] I'm a PR manager at Sling & Stone . So Sling & Stone is a PR agency for the challenger brands. We focus really on the brands that are trying to do things a little bit different and challenge the status quo in society.

Daren: To help us fully understand public relations for small businesses. We'll break this down into three parts and Sophia we'll build it back up. The parts are one, the problem of small businesses, not having enough visibility to what PR is exactly in the context of helping an SME and three actual tasks of your businesses to do right after you're finished listening to this episode.

So let's get into it. Number one, the problem of small businesses not having any visibility,

Sophia: I'd say the main problem when it comes to that is that it's incredibly crowded SME market today, as I'm sure all your listeners know, there's so much information out there in the public domain and really standing out from the crowd can [00:02:00] be a real challenge for brands.

But the thing is when it comes to visibility actually goes far beyond just finding and retaining customers. It actually trickles into. Element of a business. I'm saying everything from finding and retaining top talent through to getting funding and the things that you actually need to thrive.

Daren: We'll get to this next section. After the ad break, this series grows by the support and love from entrepreneurs and business. Like yourself to help spread the word we'd freely. Appreciate. If you could make sure to follow and rate us with a five star review on apple podcast or whatever app you listen to, this will help the podcasts algorithms make sure it gets into the ears of other like-minded business people.

Let's get back to the show. Number two, what PR is exactly in the context of helping an SME.

Sophia: So PR is really about helping to shape brand perception and brand identity. I'm really, it's not just limited to your [00:03:00] customers and how your customers view you. It's actually much greater than that. It's about stakeholders, investors.

Government and I'm ready so much more. So as an example, it can play a really important role in actually shaping government policies and, and actually your relationship with stakeholders as well. So an important point to mention when it comes to PR is actually really the differentiation between marketing and public relations.

I think often, you know, there's a lot of confusion about what's what, and. PR isn't it isn't but when you think about it, PR is actually very reliant on other people telling your story and relaying your message. So whether that's the journalists you're working with your influencers, your experts, while marketing and similarly advertising is reliant on you telling your message.

So it's very much about you being able to leverage your relationships with other people. So when you think about public relations in the. If I'm an SME. It's really about informing and persuading citrate, but it's also about integrating that more [00:04:00] widely as well.

Daren: Actionable tasks. So what, what would be a simple, or, you know, a few actionable tasks that someone could implement SME. Right now immediately after listening to this.

Sophia: Part one. I feel like when it comes to my top tips and sort of PR 1 o 1, I think everyone will want to jump the gun and start with storytelling, but actually public relations and getting out in front of the media and to your right audiences starts much before that.

And so my first tip is really about nailing your objectives and, and your audience as well. So finding that right audience for you. So think about what you want to achieve. And what is your goal as an example, are you looking to raise awareness among retail decision makers? Are you looking to raise your profile among an investor audience or have you launched a new skincare product and you want to sell more of it?

So it's really about considering the best tactic for you to achieve that goal. So, you know, as an example, if you're looking to sell more of your skincare products, Perhaps [00:05:00] actually influence the marketing could sort of generate better ROI for you, but often the best campaigns that utilize a mixture of tactics.

And it's really about, yeah. Getting your message out across the board and consistency with that. But it does come down to your objectives and your audience first or two. So once you've got your objectives, Audience nailed down. The second tip is about getting your brand in check. I like to say, so that's everything from your messaging and your narrative through to your own channels.

So everything from your website to your social channels. So for media, your messaging needs to be a very consistent across the board to make sure you're seeing the same chin across all your teams. But also, it needs to be really simple to understand it needs to be

unique and consistent. And the other important thing to mention here is just how important your own social channels are and your website.

What's the first thing that people do when they learn something new, they Google it and that's definitely no [00:06:00] different to when. Slant about things or when customers learn about brands as well, part three. So once you've got those things in check, it's really down to the fun bit, which is storytelling.

So I guess the most important thing to consider here is that Australia actually has a very small media landscape. So as you can tell, I'm from the UK originally, I mean, when you think of the UK, there are actually 10 national newspapers over 10, in fact whereas in Australia there are only two daily papers, so that's quite a significant difference.

So when you think about it, you know, the amount of news that is actually churned out every day, there really aren't that many publications or journalists, and it really starts to get even tighter when you are pitching niches. So anything technology focused or retail as an example. So that means first impressions are more important than ever before.

And so you've really need to consider why your story is important. What makes it news, what makes it different and why it's relevant to readers or listeners and just making sure [00:07:00] you're being really clear, concise, and bold with your message. Ultimately when it comes down to it, no journalist or your customers either want to read an, a four page about, you know, why your brand is fantastic.

They actually want short, snappy sentences on, you know, the impact you're having and why this is relevant. And what people can take away from it as well. And I guess the final point to just raise that, is that not everything constitutes news. So it's really more important than ever before to be selective with the stories that you're actually sharing with media and who you're sharing them with.

And this day and age, it's very much quality over quantity, right? Wrapping it up. What have we learned? Ultimately, it's a really crowded space for SMEs today. PR is a tool that can really help you to generate noise and cut-through and help you to shape the way that you'll be perceived. I think another important point really is that, you know, it's not only about reaching customers, but it's actually much broader to them that it can help with everything from fundraising [00:08:00] to hiring the right people.

So it really is fundamental in this dynamic. And then when it comes to actually getting down to the fun bit and actually implementing PR it's all about defining your objectives, your audience. And then once you've got that organized, you can move on to story.

Daren: Great. It sounds like PR and marketing, as you said, they, they, they are cousins and there's a lot of similarities, you know, especially with storytelling with marketers and PR getting your brand and check, identifying your audience, your objectives, all those things go hand in hand.

But whereas PR is the, the, the conversation you're having with the media and that that's probably a differentiating factor. Whereas what, what would you say, would you say marketing is the umbrella and PR.

Sophia: I think often today, like that is the case. So marketing is the umbrella and PR does sit into it. And that says very similar with a lot of organizations I work with. But. Yeah. That's I thought you don't really know, like it could be either. It really [00:09:00] varies per company, to be honest. Yeah.

Daren: It sounds like it just flip-flops depending on their focus in in their, their objectives.

Sophia: It definitely does.

Daren: Yeah. Great. Well, thank you so much for your time today on this week in market. And all the best, big transparency is that we work with Sling & Stone. They are our Metigy's PR agency. So we appreciate all the work that you've done to help us.

Sophia: Thank you so much, Daren.

Daren: From Metigy you've listened to This Week In Marketing. Again, I'm Daren and Metigy hopes we helped you find more insights and tips into your business to find out more about Metigy and get a listener exclusive three month free trial. Visit us at [Metigy.com/podcast](https://metigy.com/podcast). And while you're there, go and check out some more episodes.

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