



Big Results with Small Budgets

A Presentation to PRSA/NJ

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Speaker Background

- Agency owner/partner
- 17 years in Public Relations
- Author of two Prentice Hall Business books
 - The New PR Toolkit
 - Cyberbranding
- Adjunct Professor – FDU



Budgeting Challenges/Questions?

- Will a small budget produce sufficient results (the big impact)?
- Will the results of the initiative satisfy senior management expectations?
- Will using a smaller budget take more time to implement?
- If you are an agency - how do you make a profit margin with a client's small budget?



More Budgeting Thoughts

Frequently heard statement:

“I’d love to hire someone to launch our publicity campaign professionally, but we just cannot afford it.”





More Budgeting Thoughts

Many don't properly budget the cost of a prospective PR/publicity campaign.

Question:

“How much do you think it will cost to launch a solid, effective PR/publicity initiative?”



Budgeting Facts

Out of 102 professionals surveyed:

Answer:

- 11 percent - \$10K or higher per month
- 32 percent - \$5K to \$10K per month
- 39 percent - \$3K to \$5K per month
- 12 percent - \$1K to \$3K per month
- 6 percent – Under \$1K per month



Budgeting Facts

The Truth:

“You can get a PR/publicity program for all of these price ranges. Align your company with the right size agency.”





Approach to Small Budgets with Big Impacts

- Set realistic objectives and goals
- Avoid exaggerated expectations
- Leverage existing people, process and past work
- Understand timeframes
- Implement proven/effective PR tactics
- Use grassroots to ignite your effort
- Monitor closely throughout the campaign



Proven Cost Effective Strategies

- News release writing and distribution
- Editorial calendars/proactive pitching
- News groups and message boards
- Client testimonials
- Local/national radio
- Byline articles/case studies
- Speaking opportunities



The Grassroots Campaign

What is a grassroots PR (AKA guerilla PR) campaign?

“ A grassroots PR campaign is a “feet on the street” approach to a PR initiative. The effort is meant to ignite a spark in a small group of influencers who spread the word to a larger group (similar to how a wildfire spreads).”

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Example of Grassroots Campaign

StreetGlow®





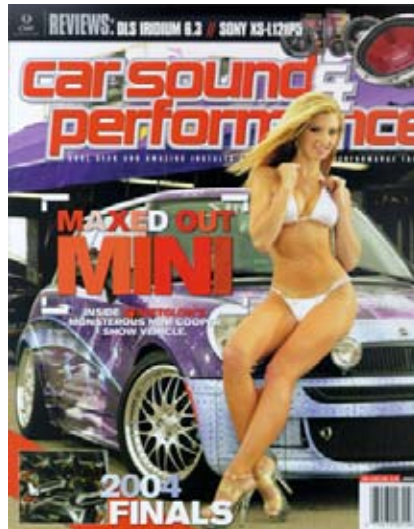
Who is StreetGlow, Inc?



- The U.S. leader in auto neon and performance lighting
- Part of \$2 billion automotive aftermarket industry
- The company seen in the movie 'The Fast & The Furious' and '2 Fast & 2 Furious'
- A company that markets to generation Y

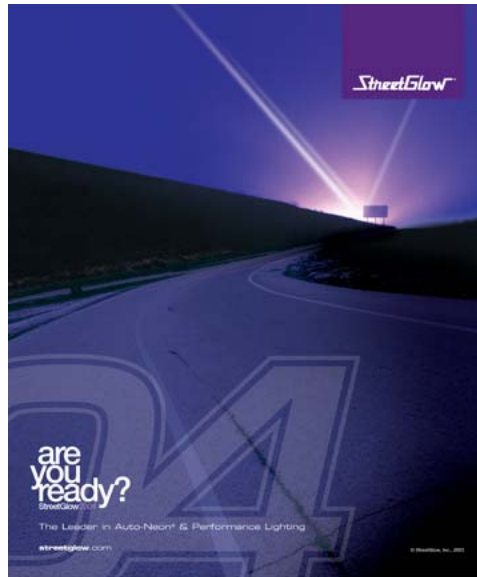


StreetGlow's Brand





StreetGlow's Grassroots Campaign



- Small PR campaign – Less than \$6K
- Daytona Beach – Spring Break
- Grassroots program to create buzz amongst generation Y audience
- Two models, one PR person, 25 – 30 banners, two wads of \$5.00 bills for each model



How to Evaluate the Small Budget

- Predict the amount of hours and the skill level of the employees implementing the project/campaign
- Budget with programming software
- Estimates vs. actual budget through daily/weekly monitoring
- Evaluate the client and the learning curve
- Look for upside opportunities within and outside of PR



Meeting Budget Expectations

Meet Expectations Through Monitoring

- Clipping services for editorial coverage
- Database searches: free/paid service
- Track Website activity
- Survey grassroots or PR influencers