10 Takeaways from:

**Using Public Relations to Position Your Design Firm Beyond the Price Wars**

1

Media coverage is the best and most cost effective way to create buzz, achieve top-of-mind awareness, attract new clients, and increase profits.

2

Differentiate your firm by finding what sets you apart and tells your story.

3

Promote your thought leadership and design expertise without being self-serving.

4

Generate a continuous flow of materials to get consistent coverage.

5

Align your PR strategy with new business and marketing goals.

6

Create strategic, engaging, topical and timely news and insights that are of interest and valuable to your target audiences.

7

Integrate with social media and leverage across all channels.

8

Set realistic and attainable goals.

9

Measure success with share of voice, number of articles, sales leads, web hits, and/or net new customers.

10

Hire a PR firm that knows your business and has established media contacts in your industry space.

Kalvin Public Relations (www.kalvinpr.com)