

## **PUBLIC RELATIONS - YOU CAN'T AFFORD NOT TO!**

When you hear a respected TV journalist remark that even the media are sick of hearing bad news stories, its time for family businesses to ask themselves - what good things are we doing and are we letting people know about it?

If you know you're currently not doing enough to keep the public informed about your company, you run the risk of losing traction with your market – because people are more fearful when they don't hear anything about a company, than when they do - and never moreso in the current climate.

Now whilst everyone may not agree that all publicity is good publicity, if it's well managed, public relations can be one of the most effective ways of letting customers (and importantly - potential customers) know about you.

Not only can PR provide very different benefits to advertising but in a world which is information rich - thanks to the advent of digital and online technology - there are now more opportunities than ever to get your written word out there.

However, in the current climate, too many companies are making the mistake of either not considering public relations because they don't have the experience, or they see PR as an add-on and are therefore pulling back on any related activity.

So what should they be doing instead - particularly in a downturn?

Family businesses, more than many other groups, are in the box seat now to use the very selling point that makes them stand out from the rest i.e the brand benefits that being a family business brings with it - including trust and loyalty to their customers.

But unfortunately those two vital characteristics in the business sector have been sorely tested over the last year by the demise of many publicly listed and large companies - and the public are now understandably wary.

As a result, now is the perfect time to inform, communicate and take control over what you want people to know about you.

Whether you decide to communicate more regularly with media, clients, or the market in which your business operates, it's a critical time for everyone to be reassured about what your business is doing so they know they can trust you to be there with them into the future.

**If you feel like your business is standing still in that area, call Kardan Consulting on (02) 9967 3245 and make an appointment with us to carry out an appraisal of your PR activities.**

**As a family owned and operated business, Kardan Consulting has been a sponsor of NSW FBA since 2004 and has gained a respected reputation for providing valuable expertise to a wide range of other family businesses.**

