

How DIY PR can really work

Julie Begbie of Keepstakes shares her tips



Julie Begbie has been working with ACPR since she launched her business just over a year ago. She has had great results, with coverage in national magazines most months, plus regular features in the Scottish press. Her business, Keepstakes, offers personalised garden plaques to mark occasions such as christenings, weddings, anniversaries, etc. Julie says, "Launching a business was a huge learning curve for me. I launched my online business to allow me to work flexibly and spend more time with my children. I found that the few months around launch were hugely exciting for me and I talked through every stage with my close friends and family."

Julie's friends and family helped her get started with recommendations. She says, "I have found that by continuing to focus on excellent customer service and asking for testimonials, customers are contacting me to let me know that they will recommend me to their friends too. You can't beat happy customers and word of mouth for good PR." Julie's other tips for promoting your business: Update your testimonials page regularly. I have a powerful testimonials page on my site and I update it weekly. This process is great for relationship building and I have a number of customers who have bought 5 or more plaques for different occasions over the past year.

I have had little success with paid advertising. Spending time on press releases and submitting them to relevant magazines has been much more successful. As a direct result of this free PR activity, KeepStakes has been featured in more than 10 glossy magazines and a major newspaper.

The sign-up box on my website has attracted many new potential customers. I write a promotional email newsletter bimonthly and having past and potential customers permission to contact them provides a great opportunity to prompt sales for occasions such as Fathers Day, Christmas or to launch new products or services.

Get involved and learn more about promotion

Volunteers needed

We are looking to set up a small panel to review a new product. If you can spare a few hours over the next month to read and comment, you will help us tailor our new offering, and you will learn lots more about business promotion.

Email antonia@acpr.co.uk if you would like to be involved in this exciting new project.

email: antonia@acpr.co.uk
web: <http://www.acpr.co.uk>

If you need help with promoting your business, get in touch. With fact sheets from just £12 ACPR can help you raise your profile on a small budget today.