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Strategies

What Houston businesses should consider in PR for the fourth quarter

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The fourth quarter comes with cooler weather, the holidays, football season and business planning season. During the fall and winter months, companies look toward the upcoming year, starting to put strategies in place, anticipating department's budgetary needs and visualizing how the year will run.

Public relations is all about planning and proactively communicating to your stakeholders. Whether it's a product launch, a grand opening, a rebrand, a corporate restructuring or a community initiative, it's important to communicate this news to your target audiences including your company's investors, internal employees, local or national news publications, trade and industry publications and competitors.

Here are five things to consider as you plan for 2019 and beyond:

1. What news did you share in 2018? Do you anticipate needing to communicate more or less? Did you handle PR internally, or did you employ an external agency for support? Do you feel like you need to ramp up your efforts?



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2. Do you anticipate having any major announcements throughout the year that require communications support? Who cares about this news and can you best reach them?

3. How do you communicate your news currently? Do you need to consider stepping into social media, putting out a press release to target a wider audience, or pitch to influential journalists to help tell your story?

4. Do you have a strategy in place for leveraging your employees as subject matter experts? Publications release their 2019 editorial calendars in Q4. These calendars are roadmaps throughout the year, showing what topics future issues will cover. It's the perfect opportunity to submit byline articles on trends and topics to help get your organization more brand recognition and position yourself and your staff as thought leaders in your space.

5. Are you exhibiting at conferences and attending industry events? If so, it's a great opportunity to reach out to media who will also be there to pitch them your products or services, and have them stop by your booth for an interview or just an informal meet and greet.

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