



Advertising Vs. Public Relations

Advertising:

The cost can be tremendous! And, that's just for one advertisement in one publication!

Public Relations:

PR can be less expensive to enact and produce. Plus, public relations covers much more than just stories in newspapers and television. PR can include client communications, event planning, website assistance, partnerships with other businesses, and more! There are many ways to grow your business!

Advertising:

Most media outlets clearly separate advertising from story content. You know when a commercial comes on TV. (that's when you take Fido for a potty break!) And, with newspapers readers will find ways to either avoid reading your ad completely, or read it with less interest.

Public Relations:

When you appear on television or in the newspaper, you are the story. Generally readers buy newspapers to read the news. They buy magazines to read the articles. If you're featured in a story, they will see you or read about you.

Advertising:

Consumers know when they see an advertisement; they're trying to be sold a product or service. Do you believe everything said in advertisements?

Public Relations:

Strong Credibility! Readers trust independent authority figures including reviewers, columnists, journalists and broadcasters. A story about your business has far more credibility than an advertisement.

Advertising

Since you're paying for the space, you have creative control on what goes into that ad plus when it will be seen and heard.

Public Relations:

You have less control over how the media presents your information, if they decide to use your info at all. They're not obligated to cover your event or publish your press release just because you sent something to them.