
7 PUBLICITY OBJECTIVES

1. Increase your brand awareness in niche and core markets, locally, nationally and internationally through a range of modalities;
2. Insert the desired your narrative in published outlets and get the right stories, get the right coverage with the right outlets to get the attention you deserve;
3. Leverage positive third party credibility and influence provided by outlets to objectively position your expertise as a thought leader, and demonstrate your success and expansive market salience to key stakeholders, for free or low cost, without their public message being ignored into extinction. Use these “credibility indicators” (i.e. logos) on their website (with permission) to assist with conversion of prospects to customers;
4. Legitimise your activities via printing on the public record, increase public perception and profile building;
5. Influence your ranking on *Google’s* Search Engine Results Pages (SERPs) via published backlinks on influential sites with high Page Rank;
6. Use the coverage to increase Internet traffic to their website, attract partners, investors, or other types of stakeholders; and
7. Reach more prospects and customers than traditional Cost Per Impression (CPM) advertising or display advertising.