

PR IS NOT FREE

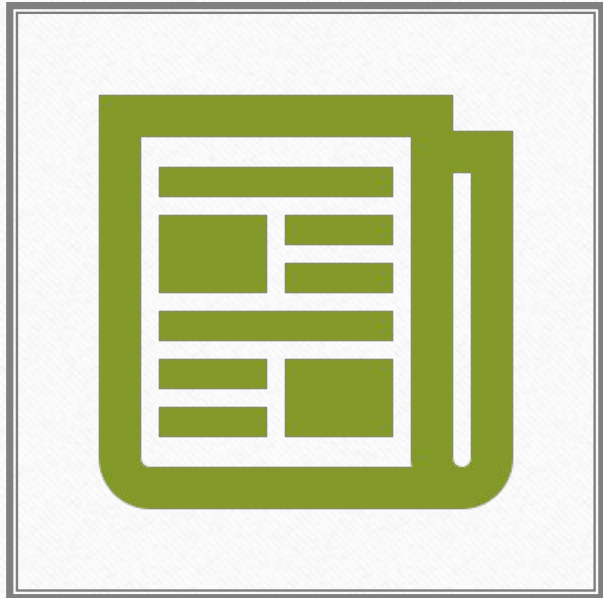
SHOW ME THE MONEY

Sukhi Sahni

June 2022



Let's start with a poll



This room represents -

- Journalists
- Students
- PR professionals
- Creatives
- Communications experts

My journey, a walk down memory lane

Role

Brand Communications Sr Executive – Public Affairs

Head of Enterprise Brand, DEI, Tech, SDI Communications

Location

Washington D.C. Metro



Career and Expertise

- Data driven storyteller
- Expertise in Integrated Marketing Communications
- 10 months at Wells Fargo
- Clients include DSRI, SDI, Technology, Public Affairs
- Adjunct Professor, Georgetown University
- Past positions: Capital One, Sprint Nextel, Carnegie Endowment



Education/Training

Masters in Journalism, West Virginia University

Bachelors in Economics, Lady Shri Ram College, Delhi University



Family



Strengths Finders Themes

Achiever, Lerner, Analytical, Strategic, Achiever, Positivity

Hobbies/Fun fact

- Creating short films
- Boot Camp
- People Watching
- Traveling with a purpose

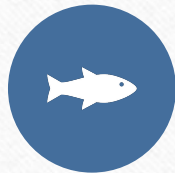


Courtesy: [YouTube](#)

Our time today



Walk down memory lane



Shifting tides



PR is an investment, not a cost



Pitch for a budget



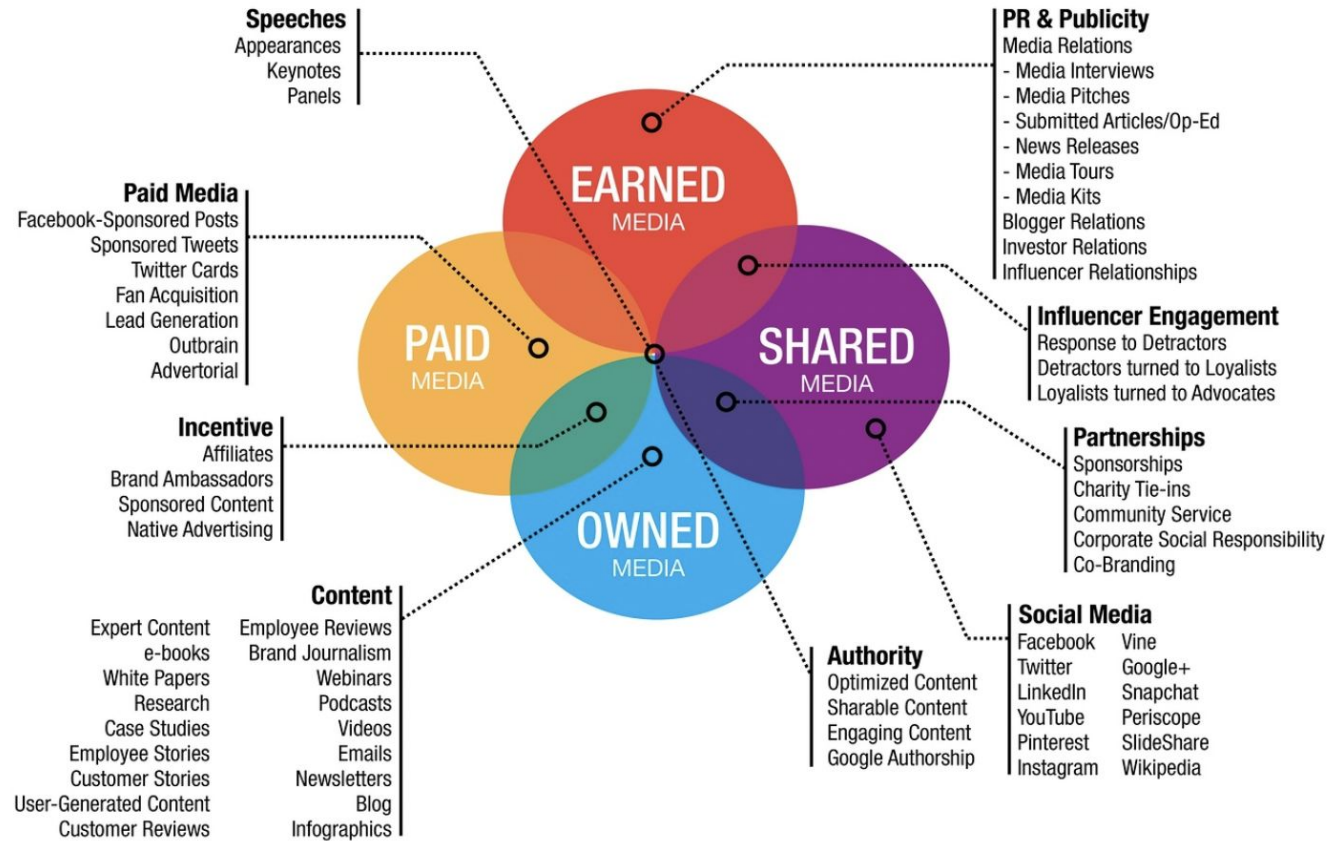
Proving your ROI, year after year



Do I have any answers for you?

Shifting role of PR and Communications





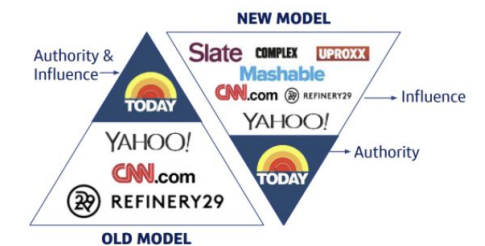
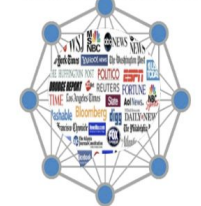
Adapted from Spin Sucks



1996
14% of Americans get news from the Internet



2017
67% of Americans get news from social media sites



Traditional earned media funnel has been up-ended

PR still struggles with its perception.

PR is the foster child of marketing. Not many respect our craft.

Business leaders have long struggled to appreciate the full value of PR.

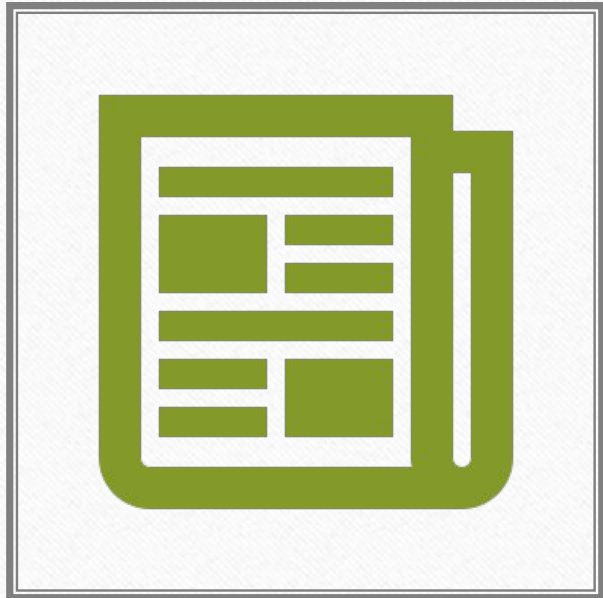
PR is often an after thought.

Often, PR professionals are seen as people who spin vs adding value.

How much
money do
we need for
PR?



Time for a quick poll



How much annual budget is accounted for Communications and PR?

- >\$100K
- <\$250K
- Between \$500K - \$1M
- PR is free.

Dashing for the win, but how?

Shape External Narrative
Developing & testing foundational messaging

Control the Narrative
Getting ahead of a story leads to favorable coverage that highlights intended positioning

"Seamless Online Grocery Pick-Up Might Be Reason Enough to Get the Capital One Walmart Rewards Card"

**Joe Influencer**
@creditcardinfluencer

Follow

Whoa, Wait, Walmart? Why You Need the Capital One Walmart Rewards Card for your Everyday Shopping

2:48 PM · 6 May 2015

**Mark Influencer**
@cardgurus

Follow

Retail Done Right: Capital One Walmart Rewards Card Offers Surprisingly Flexible and Valuable Rewards"

2:48 PM · 6 May 2015

"Should You Get a Retail Card this Holiday Season? 5 Tips to Ensure You're Getting the Best Value"

When stories aren't pre-seeded, it can lead to confusion and negatively impact coverage

"Why a Retail Card Should Never Be Your First In Wallet Choice"

**Arya Influencer**
@paypalinfluencer

Follow

A Weak Start to 2019 New Credit Card Rollouts: Why it Might Not Be Worth Getting the Apple or Walmart Card

2:48 PM · 6 May 2015

Capital One Launches Walmart Rewards Card - But Can It Really Compete with the Amazon Rewards Card?

"Battle of the Retail Cards: Target Card Offers 5% Discount In-store & Online while the Walmart Card Only Offers 5% Back Online - Who wants to go to a Walmart Brick & Mortar Anyway?"

Courtesy: Capital One Product Campaign

Showcasing value of PR, year after year

*“If you can’t measure it, you
can’t improve it.”*

- Peter Drucker

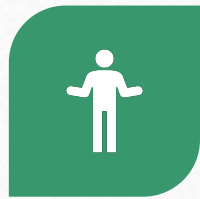
Make
them
believe in
the value
of PR.

Align	your PR metrics to business goals.
Get	executive buy-in early.
Track	your results overtime, to see trends & patterns.
Influence	decisions with PR data & valuable insights.
Speak	the language, your business clients understand.

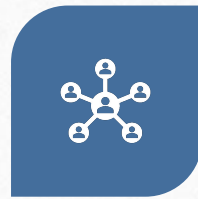
Let's hear
from
another
expert.

Georgetown SCS
Professional Development

HOW TO:
Communicate the
Value of PR



DON'T BE AFRAID TO
TALK BIG.



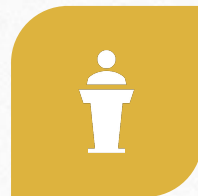
BUILD A STRONG
NETWORK. THEN
LEARN HOW TO USE
IT.



FOCUS ON BUILDING
RELATIONSHIPS.



HAVE COMPELLING
STORIES.



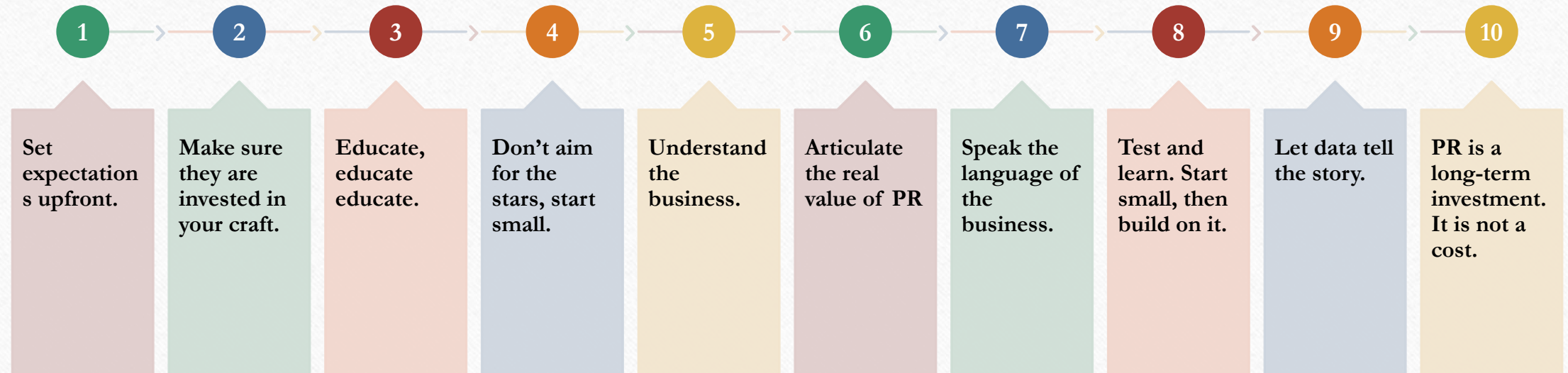
LEARN HOW TO
PITCH.



LEVERAGE INDUSTRY
GROUPS –
WORKSHOPS, ADVICE,
COUNSEL.

No money,
don't fret.

Guidelines and Best Practices



Leaving you
with some
inspiration



A modern office interior featuring a large, light-colored wooden table with a thick top and dark metal legs. The table is set with various items: a laptop, a small potted plant, a plate of food, two white mugs, a wire basket, and a metal canister. Several brown leather chairs are arranged around the table. In the background, there is a white brick wall, a large whiteboard, and a dark metal locker. A tall green plant is on the left side of the frame.

Let's turn the table around

Q&A