

## 4 PR Mistakes that Startups Must Avoid



A ton of great entrepreneurs come up with some amazing and innovative business ideas, but there are only a few who are able to succeed in this highly competitive market. It is not only the idea that brings success in the market, but it is also the play of marketing strategies that you are adopting to succeed in the market. And, with public relations (PR) being one of the most essential marketing strategies, Startups need to make sure that they are wisely and surely using it. Here are some major misconceptions startups have when considering PR.

### **The “We don’t need PR” state of mind**

We know when you are planning to start a business of your own; you have a million things to do on your own. But, ignoring the specialized PR facilities will surely increase your work burden with media not accepting your invites as they don’t know you. To make the media professionals aware of your plan and to make sure they are there at your launch and later doing stories about the same, it’s necessary for you as a startup to hire the best possible PR agency in Delhi and avail their wide range of services. But make it clear in your mind, great and effective media coverage of launch can be guaranteed when you have one of the PR companies in Delhi assisting you a year to six months prior.

### **Ignoring the value of “regular PR efforts”**

Startups usually have the misconception of thinking PR as a simple and quite easy work practice. But, they are not aware of the sweat and pain that goes into getting even single media coverage by a PR companies in Delhi. For the PR efforts to be more effective and benefitting the startups need to engage more with the PR professionals in strategizing plans to approach and convince media about their story's strength. Entrepreneurs coming up with their businesses anytime soon or are planning to expand their business need further to understand that PR is not a one time-effort but instead is a practice that requires consistency and nurturing from time to time.

### **Thinking of themselves as the best storytellers**

Yes, it's true that nobody better than the company people knows their products best, but, this doesn't mean they will also be the best ones to present the story of their products to the media. Startups need to understand that media doesn't pick any random story but is interested in stories that hold the capacity to make an impact and the PR professionals working in the PR companies in Delhi are expert in doing this job.

### **Expecting results immediately and instantly**

Building a brand and creating awareness in a customer's mind is not a thing that will happen overnight. With a huge number of PR campaigns happening in the city, PR consultants in Delhi expect to start seeing media placements at approximately three months into the campaign. Whether using the traditional PR tools or the Digital PR ones, as the PR campaign progresses the number of PR placements is sure to rise exponentially. As long as the campaign continues, the number of PR placements will increase exponentially. So, instead of expecting instant coverage's in media, it would be better if you guide them with more product and company insight so that they are able to draft some impactful stories better.