

en route 

strategy • content • data

Chestnut Hill Business District
Member Presentation

NOVEMBER 2020

Public Relations Tips for CHBD Member Businesses

Today's Topics

- What is Public Relations?
- How can Public Relations impact my business?
- What are some holiday season opportunities?

What is Public Relations?

Developing
relationships to tell your
business story through
the media –
print, online, and
broadcast.

COMMUNICATION

NEWS

CUSTOMERS

PROMOTE

SALES

ADVERTISE

CAMPAIGN

WEB

PUBLIC

BUSINESS

MAGAZINES

INTERNET

RELATIONS

EXPOSURE

INDUSTRY

PR

CORPORATE

TARGET

OPINION

COMMUNITY

INFORMATION

How can Public Relations impact my business?

- Translating big picture trends to customers.
- How are you communicating with your customers?
- Using the CHBD Google form to share info. (Reporters are watching the CHBD social channels.)
- Build brand loyalty.

Holiday Opportunities

- It's not all about sales & discounts.
- What are you doing that makes you stand out?
- Local products are in demand.
- Share gift-giving ideas at various price points online.
- Provide specifics.

Social Media: Use Hashtags Tag Media

#supportsmallbusinesses #shopsmallbusiness
#whyilovephilly #localbusiness
#travellikealocal #shopsmall
#shopping #buylocal
#onlineshopping #supportlocalbusiness
#shoppingonline #boutiqueshopping
#ootd (outfit of the day) #eatlocal
#fashionista #giftideas
#madeinphilly #fallfashion
#shoplocal #fallshopping
#supportsmallbusiness #letsgoshopping
#supportlocal

TIP: Tag based on products and themes

Example: If your photo shows fall-scented candles, use tags like:

#candles #fallcandles #fallscent #autumn
#autumnscent #autumndecor #favoritecandle

Thank you for watching!
Questions?