

Is All Publicity Good Publicity?



Publicity is an important part of growing your business. By reaching a wider audience, you can:



Generate more leads



Build your brand image



Improve your SEO ranking



Boost your credibility



But we ask...



Is all publicity
good publicity?



We have all heard
the expression!

What if a company has:



Bad press in the news or on television



Unaddressed user complaints on its social channels



Negative reviews online

Would you visit their establishment, or buy a product from them? Probably not!

**And you're not the
only one - in fact:**

23%

**of people in the UK state that they
had boycotted a brand because of
negative press coverage before**

89%

**of shoppers stay loyal to
brands that match their values**

79%

**say that user generated content
influenced their buying decisions**

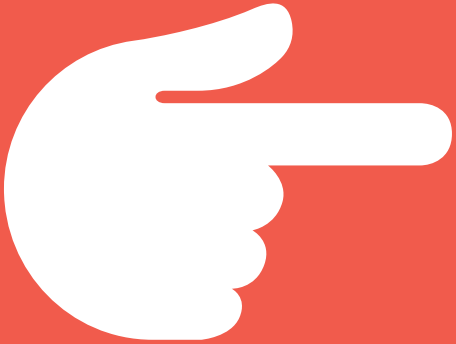
Sources: Stackla, Statista Research Department



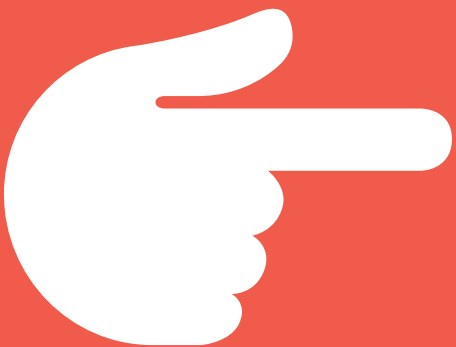
Unmanaged, bad publicity can really damage your sales, reputation, and threaten the expansion of your business - and the bigger your audience, the worse the damage.



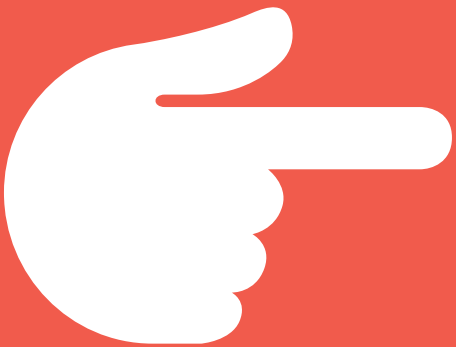
So don't wait until a crisis damages your brand's reputation! A PR specialist can:



Deliver a consistent, reliable message during a crisis

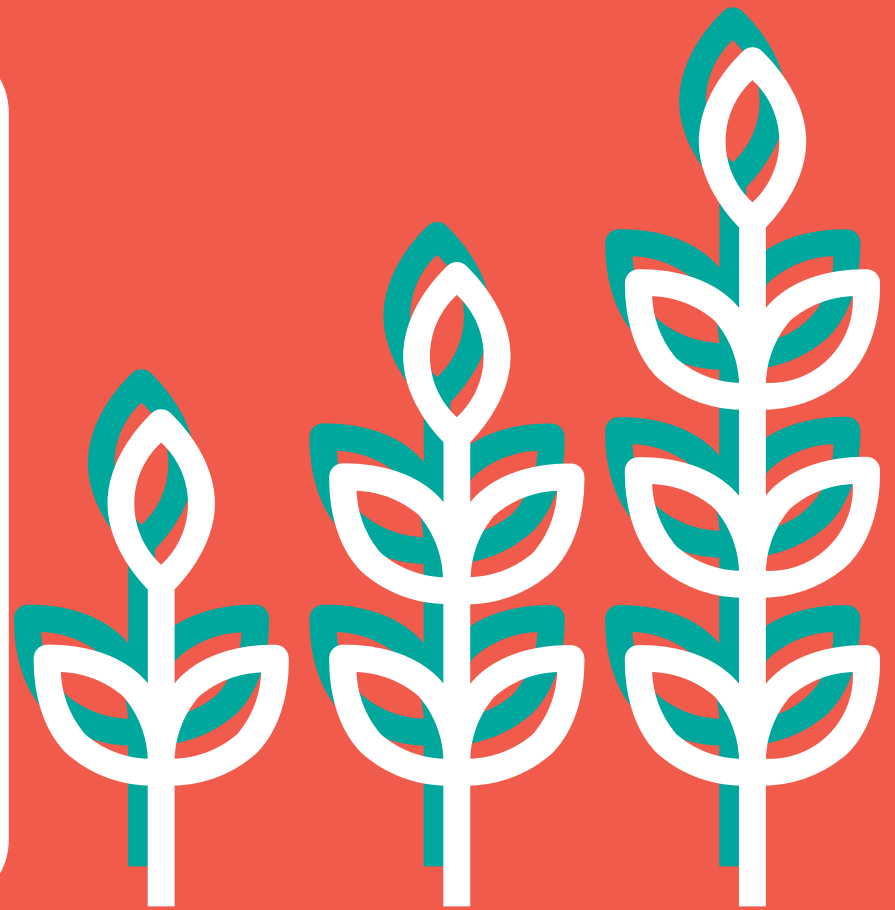


Respond to negative feedback on your behalf



Highlight your strengths and better reflect your values

**Interested to find
out more about how
managed publicity
can help you grow
your brand?**



**Get in touch with us at
info@p1communications.com
and we will be happy to
discuss.**