

Publicity and Exposure Misconceptions Debunked

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(Answered questions are from my pre and existing clients, partners, followers and inquiries)

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1). Is all publicity good publicity?

Answer: Not necessarily. For example, Paula Deen's brand, career and finances was severely damaged by negative publicity and fallout. On the other hand, Marilyn Manson back in the mid to late 1990's did prosper from negative publicity and religious right protests. In all, publicity could be a good or bad thing depending on the situation.

2). Does publicity or exposure improve sales and income?

Answer: Not necessary. Prior to me working with this one well known person, the media personality in question was literally making no money with their efforts despite having connections and a ton of publicity. I also know many businesses and individuals who get a lot of exposure with content marketing and they're not making money. Needless to say, public relations and exposure doesn't guarantee you sales and income.

3). Is publicity always free?

Answer: Not necessarily. For example, you paid for press release distribution and you didn't get adequate coverage or turn a profit. Thus, you lost money in the process. Same could be said about paying a public relations firm or marketing company. However, through proper planning, implementation, promoting, marketing, networking and advertising, you can obtain publicity and exposure in free and low cost ways.

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