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## ADVERTISING PR JOBS - 7 STEPS TO SUCCESS IN ADVERTISING PR

### Build relationship

The first step toward success in doing PR jobs in advertising is to build a relationship early on before you approach the client for an order. It is job of the PR department to create the groundwork well in advance before coming up with any marketing tactic. You should target the media and several other sources which include the latest developments on the internet. Begin by asking for editorial calendars, passing surveys and data.

### Create themes

Once you can create a few central themes throughout the year, they would be excellent for sending a targeted marketing message. The themes should be tailored towards the niche market and the process should be ongoing as well. Advertising PR work is a regular process and the marketing theme has to be spot on for being featured on the front pages.

### Create a PR calendar

For creating a PR calendar, you need to set a goal each month and stick to it as well. To succeed in PR jobs in marketing, set a goal and assign a particular theme to an individual writer who has also applied for advertising PR jobs and have come to make a living making PR as a career. Editorial calendars require to be targeted in such a way that the publications that offer monthly themes separately each month are well matched.

### Pitch well

Find a news point which is essential in advertising jobs where PR is the main focus. You need to set a great pitch which, unlike a sort of press release, is more of a sales job. For the interest of the readers, you need to paint the story around a news point. You can change and fine tune them according to changing scenarios.

### Press release

In advertising PR jobs, you have to rely on press releases which should come under very catchy headlines that are crisp and sharp to instantly draw the attention of the readers. Release them every month regularly on wire services and send copies to prospects and clients as well.

### Follow up

In advertising PR jobs, a great degree of following up is required. Follow up by telephoning and offer something new that you may missed out on earlier.

### Try alternative measures

Try all alternative measures or vehicles that you should use and they could range from press releases, articles, customer success stories to seminars or speaking engagements and event sponsorships as well.

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