



**In This Section**

- » [Healthcare](#)
- » [Start A Business](#)
- » [Sell My Business](#)
- » [Marketing & Advertising](#)
- » [Sales & Customer Service](#)
- » [Government Issues & Contracting](#)
- » [Finance & Accounting](#)
- » [Staffing & Workplace Issues](#)
- » [Insurance & Healthcare](#)
- » [Legal Help](#)
- » [Owners & Leadership](#)
- » [Tax Help](#)
- » [Technology & Office Support](#)
- » [Webinar Series](#)

4 tweets  
[retweet](#)  
[Share](#)  
[+1](#)  
[Submit](#)

**Most Popular** >>>

1. ["Fiscal Cliff" Should Have Never Been a Possibility](#)
2. [How Much Should I Pay for a Lawyer?](#)
3. [3 Businesses that have Successfully Sourced their Work Locally](#)
4. ["Uncertainty" Dominates the Top 5 Small Business Concerns](#)
5. [How 3 Businesses Use Instagram for Marketing](#)
6. [Top 10 Business Experts to Follow on Twitter](#)
7. [Calculating Your Employer Mandate Tax](#)
8. [6 Online Tools Small Biz Should Use](#)
9. [Small Business & Political Conventions - Live Q&A](#)
10. [Small Business Optimism is Down](#)

## Public Relations: Should You Insource or Outsource PR?

**Social media makes do-it-yourself PR easy and affordable. Outsourcing, however, might make more sense. Here's how to choose the best route for your business.**

In the age of free social media, public relations—traditionally outsourced to PR firms and publicists—can be insourced easily and affordably. The question is: Should it be? Here are some insights to help you decide.

### When to Insource

New York-based renewable energy company Urban Green Energy handles PR in-house. One reason is the cost: For the price of a PR agency, companies can hire one or two employees that do more than just PR, according to co-founder and CEO Nick Blitterswyk.

More important than money, however, is messaging. "The culture of our company is really important, and you have to be a part of it to truly understand and communicate it," Blitterswyk says.

Frank Strong agrees. PR firms are a mile wide and an inch deep, he explains. You and your employees, however, are an inch wide and a mile deep. Therefore, if your No. 1 PR priority is communicating who you are and what you do—your mission and your brand—insourcing is ideal. "Small business owners are very passionate about what they do," says Strong, director of PR for Vocus, owner of the press release distribution company PRWeb and the media lead service Help a Reporter Out (HARO). "They have something PR professionals don't, and that's a level of authenticity and emotion [that customers and reporters respond to]."

[RELATED: 5 Ways to Publicize Your Business on a Budget](#)

### When to Outsource

If passion is the reason to insource, practicality is the reason to outsource, according to Ben Hubbert, co-owner of Champion AC, a San Antonio-based heating and air-conditioning company. He outsources PR for two reasons. The first is reach, as PR agencies typically have networks of journalists and bloggers with whom they've already established relationships.

"We initially tried to do as much as we could in-house," Hubbert explains. "As hard as we tried, though, I had limited contacts. My reach wasn't as good as it needed to be."

Then there's time. "It's a no-brainer for me to outsource because I don't have 20 hours a month to focus on PR," Hubbert says.

### Social Media vs. Traditional PR

Whether you insource or outsource, social media shouldn't replace traditional PR. That's because they reach two different audiences—the former, existing customers; the latter, new ones.

"Most small businesses get customers through referrals, and most referrals come from word of mouth," Strong says. "So, using social media to foster the community you already have—your existing customers—is important. If you want to grow your business, you have to reach people who aren't yet aware of it. Traditional media is a good way to do that, be it through PR or advertising."

[RELATED: How to Use Social Media to Weather a PR Crisis](#)



PR Image via Shutterstock

**0 comments**

★ 0 Stars

Discussion | Community

No one has commented yet.

ALSO ON NFIB

What's this? X

**3 Ways to Find Affordable, Environmentally-Friendly Office Furniture**

★ 0 • 3 comments • a month ago

[Daniels homes](#) — Second hand furniture is not bad as long as the damages are not that worst. It is good to think wise...

**Key Person Insurance: How It Works**

★ 0 • 1 comment • a month ago

[Time Square Hotel](#) — Such an useful article which you share here, According to me, Some small business owners do not unde...

**6 Online Tools That Small Business Owners Should Be Using**

★ 1 • 1 comment • 2 months ago

[internet marketing](#) — A business plan should be a realistic view of the expectations and long-term objectives for an estab...

**Do's and Don'ts of Direct Mail for Small Business**

★ 1 • 1 comment • a month ago

[toronto franchise](#) — That will be really very good information that you used to know about it. Direct mail facility wil...

Powered by **DISQUS**

About NFIB

- [About NFIB](#)
- [Press & Media](#)
- [Become a Member](#)
- [Become a Partner](#)
- [Advertising](#)
- [Careers at NFIB](#)
- [Contact Us](#)
- [Terms of Use](#)
- [Privacy Policy](#)
- [View Mobile Site](#)

Follow Us



Keep Informed

Get access to exclusive content, free resources, research and so much more!

enter email

Contribute to NFIB

