



PIC Corporation
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*Dependable Insect and Rodent Control
SINCE 1953*

www.pic-corp.com

Low-Cost and Effective Retail Advertising and Public Relations

PIC Corp.'s new resource website comes equipped with free and easy-to-use advertising and public relations tools for store managers and individual owners of retail stores carrying PIC products.

Whether you are a franchise owner, a big-box brand store manager, or the manager of a family-owned store, you are responsible for communicating with your neighboring community. You may do that with penny saver ads or by sponsoring a local t-ball team, or even participating in local Chamber of Commerce or city activities.

All of these activities are helpful, but it is important that your local activities stay focused on your customers and their needs as opposed to your competitors or other service providers. People tend to make buying decisions based on brand preferences or something they have heard or seen.

It is important that your local communications activities stay focused on customers and not on beating the competition.

When you boil it down, any size retailer will benefit from a strategic communications plan that gets their name as well as the names of the high-quality products they sell in front of customers as often as possible without being intrusive. The new PIC resource site is designed to give you the tools you need to accomplish this task.

Here are some of the ways in which you can improve your advertising and public relations activities:

Contribute content regularly to your local newspaper

As a store manager, you see and hear all kinds of information that would be of great benefit to the local community. For example, you could participate in an article about what people are buying for their summer BBQ parties. Or, you could offer shopping tips in a regular column in the lifestyle section. It is much easier than you'd think to develop this relationship with the newspaper.

TIP: The PIC resource site can get you started by providing contact information for your local media. Its staff can also suggest who to talk to and what to ask for when you call.

Extend local sponsorships

Leverage your brands by calling and asking for samples or handout materials you can use at your next planned event. Companies like PIC are usually very helpful in giving away product samples or handouts. For example, do you sponsor a little league team? Great! Get a box of mosquito coils and hand them out at the next game with a sticker mentioning your store's name and address (or, even better, a coupon).

Utilize the growing online community

There are many low or no-cost resources online that can put you in touch with local customers. Does your store have a place on its website where people can download cost saving information? Have you done your best to publicize your community activities on your site? If the answer to these questions is no, you need to update your online presence. And, it doesn't have to be an everyday activity—find buyers guide resources at your local paper's website or on local blogs and be sure you are added. Many of these are low or no-cost ways to capture the attention of customers who search online for shopping information.

PIC has backed its resource site with a group of marketers that can help you navigate through some of these uncharted areas of communication. There is no cost or obligation necessary to take advantage of its advice.

**For more information visit <http://www.healthyhome-smartsolutions.org>.
PIC marketing support can be reached by phone at: (877) 678-8577**