

Why You Need PR to Grow Your Business



PR builds Brand credibility, increases trust, amplifies Brand awareness, creates visibility, and is seen by consumers as more authentic than advertising.



Why is this important?



TRUST AND ETHICS DRIVE CONSUMER BEHAVIOR

- 58% of consumers buy or advocate for brands based on their beliefs and values
- 80% of the general population want CEOs to be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society
- 57% of consumers trust media reports featuring an expert or named source after seeing it once or twice



CREDIBILITY & AWARENESS DRIVE INVESTMENTS AND SPENDING

- 64% of stakeholders invest in businesses based on their credibility, beliefs and values
- Earned media generates word-of-mouth marketing – 83% of consumers trust digital word-of-mouth more than advertising content
- 25–40% of all traffic and lead generation comes from earned media



WOMEN-IDENTIFYING ENTREPRENEURS: EXPERTS WHO DELIVER BIG RESULTS

WOMEN ENTREPRENEURS GENERATE BIG \$\$

40% of U.S. businesses are women-owned and generated \$1.8 trillion for the U.S. Economy in 2021

WOMEN ENTREPRENEURS CREATE JOBS

Women-owned businesses added half a million jobs between 1997 and 2007

WOMEN ENTREPRENEURS OUTPERFORM

Women-founded companies in First Round Capital's portfolio outperformed companies founded by men by 63%

WOMEN ENTREPRENEURS ACHIEVE HIGHER ROI

Private tech companies led by women achieve 35% higher ROI



WOMEN-IDENTIFYING ENTREPRENEURS GET LESS MEDIA COVERAGE & LESS FUNDING

CIS-men entrepreneurs are more visible and better financed. As a woman-identifying entrepreneur:

- You are **75% - 80% LESS LIKELY** to be interviewed as an expert in your field
- You only receive **7% of VC funding, and \$5,000 less in loan amounts**, so you have less money to spend on resources like big ad campaigns to drive awareness
- You're less visible - it takes reporters up to 15 minutes longer to find women vs. CIS-men as resources for their stories



**You can't shine bright when
you're shut out of the
spotlight. It's time for a
PR Revolution.**



AMPLIFY PR CLIENTS HAVE

- Increased Brand visibility, authority & trust through exposure in international, national, local, and online media & events
- Increased revenue on-hand by \$1 million in 2 months
- Generated 2.7 million website hits and 50K program enrollment through one live, online media event
- Learned how to use grass-roots, online media to generate \$12.5K in matching donations for an online fundraiser
- Been featured in media outlets such as *Good Day LA*, *DIVA Magazine*, *InStyle*, *The NY Times*, *MediaPost*, *Ad Week*, local & national CBS, NBC, CNN, ABC, Fox programs, and more!





The Washington Post

The Atlantic

Los Angeles Times



DIVA

The New York Times

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WHOtech
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Gigi Peterkin, CEO & Founder

The CEO and Founder of AMPLIFY PR, Gigi is an award-winning PR & Communications expert. For more than 27 years Gigi has exceeded client expectations through her innovative approach to creating PR without the spin, without the bullshit, and free from manipulation. Gigi and her team create heartfelt campaigns that get results, for less than the big PR firms.

Gigi continues to grow her network of media contacts and collaborators, working to add her clients to their list of experts and to create authentic stories that get media coverage and deliver big results for her clients.

