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public relations strategies  
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awareness, and to draw  
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(Editor's Note: This popular post has been updated with new content to get you rockin' even more.) Startups face bit of a pickle when it comes to public relations

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They have most likely

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*Public Relations Strategies And Tactics*

He has been working with agencies, and his core focus is helping agencies use public relations strategies and tactics to create awareness, and to draw prospects into the agency to generate sales opportunities, and also to improve client retention. So he has a great blog called "The Art of Telling Your Story," which is at [www.donbeehler.com](http://www.donbeehler.com).

**PUBLIC RELATIONS: STRATEGIES AND TACTICS BY DENNIS L. WILCOX**

For PR professionals, the backbone of every client relationship is a strategic plan that encompasses what your client is trying to achieve and how public relations can help support their overall goals.

Creating a comprehensive plan is critical because it sets shared expectations and defines measurable

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