

WEB MARKETING TODAY®

Web Marketing Links -- May 2001

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Public Relations

- Todd Brabender, "[I Can't Afford a Public Relations Campaign, Can I?](#)" *InternetPRGuide*, 5/25/2001. A buyer's guide for public relations campaign services, discussing the differences between campaigns of various price levels (less than \$1,000 per month, \$3,000 - \$5,000 per month etc.) - advises you to select a PR firm that reflects your business size.
- Jill Lublin, "[Guerilla PR for the Entrepreneur.](#)" *InternetPRGuide*, 5/2/2001. A do-it-yourself guide in 7 steps for mounting your own PR campaign: (1) decide out who you are (2) settle on a 'story' (3) create a media list (4) create the press release (5) develop a media kit (6) mail (7) miscellaneous tips.
- Brian Solis, "[In PR, You Get What You Pay For.](#)" *ClickZ*, 5/17/2001. An explanation of why it's cost-effective to outsource your PR to a top-tier agency that can really help get your message across, even if they are more expensive than the competition.