What is Publicity?

Publicity is earned media—when others (like journalists, bloggers, or customers) mention your business without being paid to do so. While you don't buy ad space, you may invest in PR to encourage it.

Publicity is the result of effective public relations (PR), which involves building poitive relationships with the public. PR professionals use publicity as a key tool.

Key Traits of Publicity:

- Earned, not bought: Media covers you because the story is newsworthy.
- Limited control: The final message is shaped by the media, not you.
- Third-party voice: It comes from an external source, adding credibility.
- Trustworthy: People tend to trust publicity more than ads.
- Unpredictable: It can be positive or negative—you can't control the tone.