

PR mistakes by
Know-It-All
startups



DID YOU

KNOW?

Lack of consistency:

Startups often fail to maintain a consistent message across all their PR efforts. This can lead to confusion among the target audience and dilute the brand image.

Overpromising:

Startups often make the mistake of overpromising in their PR efforts, which can lead to disappointment among customers and damage the brand's reputation.

Ignoring negative feedback:

Ignoring negative feedback can be detrimental to a startup's PR efforts. Startups should be open to constructive criticism and address any negative feedback in a timely manner.

Poor storytelling:

Storytelling is an essential part of PR, and startups often fail to tell their story effectively. A well-crafted story can help a startup stand out from the competition and connect with its target audience.

Too much product focus:

While it's important to highlight the features and benefits of the product, startups should also focus on the bigger picture and how their product fits into the market and solves a problem.

Not being transparent:

Transparency is key in PR, and startups should be open and honest with their customers.

Hiding information or being misleading can damage a startup's reputation.

Neglecting PR:

Startups often focus too much on product development and neglect PR, which can lead to missed opportunities for growth and exposure.