

5 PR Lessons from the Trump Campaign



By Wendy Alpine, President, [Alpine Communications](#)

Whether you love him or hate him, what [Donald Trump's](#) campaign has accomplished so far into this election is astounding. He's used every speaking engagement and media opportunity to his advantage, building masses of followers and constantly being the center of attention. "The Donald" has used his brand and platform to garner more media attention than most other candidates combined. While most companies can't come close to what Trump has accomplished in earned media, it's worth taking a look at his technique and what lessons can be learned:

1. **Simplicity is Key:** Trump's message has been consistent and simple. He simply states what he wants to say and doesn't usually confuse his followers with lengthy jargon. From his slogan "Make America Great Again" to his strongly worded tweets, Trump's message has not changed, and your company's shouldn't either.
2. **Know your Audience:** Another key component of Donald Trump's campaign is his attention to his audience. He knows whom he is speaking to, and what they want to hear. Similarly, your company should address your target audience, and create content to attract their interest.
3. **Controversy Grabs Attention:** The main reason Donald Trump is always in the news, is due to his controversial

statements. Every time he makes an off-color comment, every major news outlet picks up the clip, resulting in hours and hours of free press, and outreach to millions of potential voters. But most companies try to avoid controversy, so how else can they attract attention? Do something that creates a splash or use the element of surprise.

4. **Free Media Prevails Over Paid Media:** Because of Trumps' strategic media plan, he does not have to exhaust the same press budget as other candidates. He has reportedly received nearly [\\$2 billion in free press](#), and through February was the eighth highest spender among candidates on advertising. When possible, conserve funds and let the media do the work for you. If you're not sure how to do that, consider hiring a PR firm to help you determine what's newsworthy and connect you with the right media.
5. **Stand Out from the Crowd:** Regardless of your political affiliation, it is clear that Donald Trump has managed to stand out from the crowd and get people talking about him. He is his own brand, and is running his campaign unlike any candidate before. How can your company separate itself from its competitors? If you're not sure, talk to trusted customers, or have your PR firm conduct customer case studies. Figuring out what makes you stand out and telling your customers about it will help you garner more attention and lead to more sales.

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