

Smoothie PR

Your recipe for success!

Let me guess, I bet you think that doing your own PR sounds really hard, time-consuming and scary?

Kalina Halatcheva from Nouri Health (pictured below) thought all of these things until she tried The Smoothie Bar, and has bagged herself 14 articles in five months! Find out how she does it in her Q&A.

Why did you try The Smoothie Bar 10-day free trial?

I didn't have time to do PR due to operational, manufacturing, sales and travel tasks. My company isn't big enough to have a dedicated PR person, even though I know how valuable brand visibility is.

It seemed impossible to integrate yet another task into my overwhelming schedule but, as the free trial was zero risk with huge potential, I signed up!

How do you consistently dedicate 10 mins a day to PR when you're juggling so much?

They say, "You don't find time, you make yourself time." And honestly, this responsive PR is so easy to do. You receive one link a day with lots of wonderful journalist requests and opportunities to showcase your brand, then click and reply with a couple of sentences to the relevant ones. It's a fun task because every day the requests are new and interesting.



What benefits has responsive PR brought to your business?

I've had lots of coverage - not just in food-related media, but also business, wellbeing and lifestyle. I've got good website backlinks which are extremely valuable, but moreover, I know it takes lots of mentions for a brand to be noticed, so The Smoothie Bar is great for brand building in a sustainable way.

Share one PR tip you've learned since joining The Smoothie Bar

Persistence pays off! And even if journalists don't reply, they've seen your brand. This builds awareness so none of your efforts are in vain.

Any advice for other foodies wondering if PR could work for them?

Joining the free trial has no risk, so I'd advise every small business to try it for themselves. Just like food, sampling something is the best way to understand whether you like it or not and that's exactly what you get with the free trial. I have no regrets!

Chief Smoothie Charlotte Moore would love to teach you how to do your own responsive PR in 10 mins a day during your Smoothie Bar free trial. Sign up today:
www.smoothiepr.com/10dayfreetrial

