

Helping Africa's entrepreneurs with their PR needs

NAIROBI, Kenya - About 44 million formal small medium enterprises (SMEs) exist on the continent, 7 million of which are based in Kenya. In fact, over 80% of all companies in Sub-Saharan Africa are small businesses. These stats provided the impetus for Glass House PR to introduce a public relations model for small medium enterprises in Africa.



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In the past, SMEs put limited emphasis on public relations because of the associated expenses. Fortunately, most of them are beginning to understand why it is important to place PR at the centre of business operations.

This realisation is linked to the commitment of entities such as Glass House PR, that has uniquely customised a product known as PR 2.0. As an independent agency, Glass House PR designs competitive promotional techniques, effective marketing plans, and exceptional branding solutions that specifically address the needs of the SMEs.

To date, the agency has served known brands from different parts of Africa including South Africa, Rwanda, Ethiopia and Kenya just to mention but a few.

While PR 2.0 aims at achieving organisational objectives, a strong brand, brand visibility and growth for the target SMEs, priority setting is vital for SMEs because the needs of the clients must be met within their set budget.

It is difficult to run a small business, particularly when the workload is overwhelming and the team is small. Some duties are worth delegation if an SME needs to get the right type of attention.

It is a new era of public engagement and PR needs to go the extra mile of identifying and segmenting key audiences to suit the inimitable needs of the SMEs. With a PR strategy that runs throughout the year, communication with audiences will become manageable for SMEs that require affordability and sustainability.

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