

RACHEL'S

PR HACKS

for the Multi-Hatted Professional

JUST
Canva
IT

Graphic Design for the
graphically challenged!
canva.com



- Set up a business page
- Create events
- Post photos and videos
- Update content easily

Be Strategic
**you CAN'T
do it all**

USE YOUR NETWORKS (hello, SAMBA!)

**Professionalism and consistency
go a loooooooong way!**



FREE
EMAIL
MARKETING

- Organize your contacts in Excel or Google Sheets
- Upload your list to an email application
- Send regular updates/promos to your contacts
- Collect new contacts through an app on your Facebook page or by hand at events