

# Tips to Build Brand Value from PR Expert

*Create Compelling Narrative & Communicate Concisely, says Brian Dobson of DobsonPR.com*

NEW YORK, NY, -, March 21, 2018 /EINPresswire.com/ -- "It's vital in [brand building](#) to create a compelling narrative about your company's products and services and communicate it concisely and consistently to gain market share and build brand loyalty for sustained growth," said public relations expert Brian Dobson of Dobson Communications Inc., online at [DobsonPR.com](#).

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*Brian Dobson of  
DobsonPR.com*

Dobson, who previously headed PR at two major corporations and was a Dow Jones and Reuters Financial News journalist, said, "How your brand is perceived is how it will be defined," said Dobson. "Crystallize words into sound bites and don't waste words using a paragraph when a sentence suffices."

"Companies often encumber their news with self-laudatory comments that editors 'spike' as hyperbole rather than publish," said the executive whose agency provides full

service PR support. "Get to the point with concise messages designed for brand building, stated in news format to maximize visibility of the message," he noted.

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Dobson outlined five Brand Building Messaging Tips:

1. Be concise in positioning your story, don't exaggerate and avoid jargon;
2. Start with media to work out best messaging before going for more important media;
3. Time your messages at proper intervals, don't flood out announcements;
4. Use video as images tell stories in social media, such as we provide at [JHD-Dobson](#) Media unit, and
5. Sound bites work; tells your story succinctly not in a wordy way.

"At DobsonPR.com, we have helped companies tell their stories utilizing all forms of media, from social online outlets to leading TV networks and popular programs ranging from The Today Show to The Doctors as well as print media from the The New York Times, Wall Street Journal and Chicago Tribunes to Los Angeles Times, Oprah Magazine and hundreds more," said Dobson.

He added, "It's also important to reach key internet sites and blogs, radio shows and internal and external media. Each outlet has unique needs and messages about your products or services messages should be tailored to meet those needs."

Dobson Communications was founded by Brian Dobson, an expert in brand building and crisis PR, oftentimes Dobson is quoted in media, such as CNN, NY Daily News, Adweek, Washington Times and a host of others on PR and Crisis Communications topics. Online at [www.DobsonPR.com](#),

Dobson Communications has offices in New York City and Ridgefield, Connecticut, with its video unit, JHD-Dobson Video, in Deer Park, NY. DobsonPR has conducted a variety of brand building PR campaigns for clients ranging from international leaders to local companies in sectors from consumer products to services in categories from high tech biometrics and licensing to food, toys, and more. Contact Barbara Green at [BD@DobsonPR.com](mailto:BD@DobsonPR.com).

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