

### 9.3 Public Relations

As a marketing subsection, it is something you should widely be focussed on. How do people perceive your company?

As previously shown, graffiti has a wide range of feelings attached to it, so it is important to tread lightly when talking to people about the graffiti you are about to remove.

When you are on a graffiti removal job site, it is best to have a non-bias opinion when a conversation starts with people in the area. You may be surprised by the opinions people have when they see graffiti about to be taken down and you also don't know who you are talking to. Is it a random person, or is the owner's spouse? Are they a tourist, or an employee from within the building? Do they own a neighbouring building that has graffiti on it too? You will never know, so stay professional and remember that your business is removing what people do not want on their property, not condemning, ranting, or laughing about the graffiti or person who did it.

Some people see it as art, but others see it as an unexpected business cost because they have to remove it in order to keep their business image up to the standard they have worked years to achieve.

Many cities have murals and feel that they are a solution to limiting graffiti. This is obviously not true, but it is a feeling people have. Your future in the graffiti removal industry will take you into conversations similar to this topic that expose a lot of displeasure for graffiti, love of art, anger at taggers, and a wide range of ideas on how to crack down and stop graffiti altogether. By reading some of the blogs at [removemygraffiti.com/blog](http://removemygraffiti.com/blog) you will also learn some of the ideas that work and don't work for preventing graffiti.

You are always the spokesperson for your company and industry when working in the field, so once again, friendliness can't be overstated in your situation because of the association and ideas people have about graffiti. Every customer is a victim, so your best foot must always be put forward. Educating people in a quick factual statement about graffiti is often a good approach because it doesn't involve your opinion that could guide them towards a judgement on you or your company. Staying non-biased to how people should be dealt with by police or courts is the best approach unless you personally know the person you are talking to. Even if you are to condemn graffiti strongly, you might be talking to someone who is strongly for "street art", or is friends with someone who does graffiti. As unlikely as this might be, it could spark an interest or "competition" with those people and could entice them to re-tag the building you're working on. Everyone has a different opinion, so let the facts be your opinion when representing your company.

Learn what you can from both sides of the discussion on graffiti. It will help you understand where people are coming from who do it and help you talk about it from a more educated perspective. There aren't many people who will have the experience and knowledge that your job title will be expected to carry, so having more information through experiences, reading, or documentaries is a good idea.

## Media

Over time, you may encounter people who work in the media. For example, if a high profile building in your area is hit with political, racial, or hate graffiti, the media may want to take your photo and ask questions, since it is a news story that they would want to cover. This is a controversial topic, since there are 2 sides to this situation.

The first side is that free media coverage is great for your company. You are the one in the photo doing the work that everyone is extremely grateful for. You may also be asked questions and you are the expert on the topic, so it's a really great situation for your company. However, the other side of this media coverage has been shown to hold true time after time. If the people who do graffiti see the story of graffiti being removed, which they will, it becomes a game.

There seems to be a direct correlation between graffiti in the news and a quick spike in new graffiti. This can seem like a perfect scenario for a company who is looking for graffiti to be removed, but it can increase the volume on your GPP buildings, that you don't make extra money on when they are tagged, and it becomes a challenge to see what you can't remove. The capability of your removals can be challenged much more through tags that are high up on buildings, over murals, or extremely small tags on multiple buildings.

Unfortunately there isn't a great solution when it comes to graffiti in the news, but knowing that there can be repercussions that your city could experience from these news stories is important to know.



## **+ MODULE 9 EXERCISES**

1. Make a list of property management companies you will contact once you are open for business.
2. Complete your Marketing Plan with the Marketing Plan Template.
3. Draft and practice an introduction on phone and email to potential clients.
4. Draft and practice your sales call to potential clients (email and voice).

## **+ ATTACHMENTS**

Course 1 Module 9 - End Of Program Letter

## **+ LINKS**

Remove My Graffiti Blogs

<https://www.removemygraffiti.com/blog>