

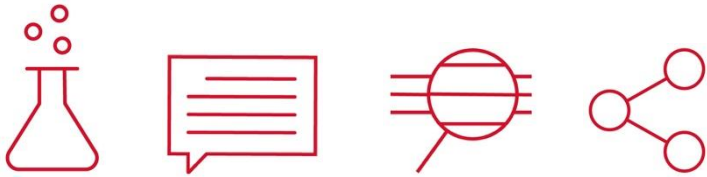
**matter**

**PR 101**

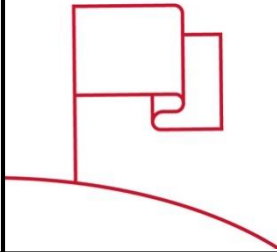
# matter

WE OFFER...

FULL PACKAGES + TARGETED OPTIONS FOR:  
**PR, Social Media, Creative  
Services + Integrated Marketing**



Founded  
in 2003 by  
**Principal**  
+ CEO Scott  
Signore



**12x**

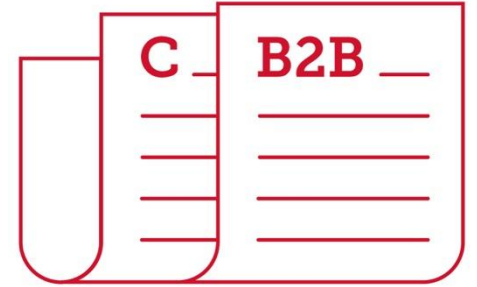


"PR Agency of the Year"

**9x**

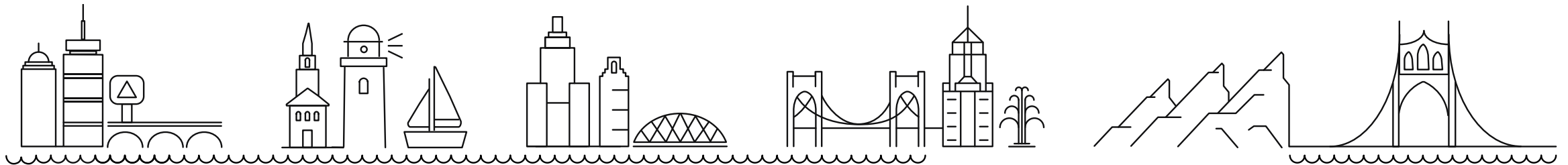


"Best Place to Work"



A Diverse Portfolio  
of B2B, Consumer,  
Healthcare + Tech  
Clients

## 180+ Employees in 6 Offices Nationwide



**Boston, MA**

**Newburyport, MA**

**Providence, RI**

**Pittsburgh, PA**

**Boulder, CO**

**Portland, OR**

# What is Public Relations?

Public relations is the art of communicating your brand's relevancy to the court of public opinion.

It champions earned media and third-party validation, and works alongside sales, marketing and advertising efforts. It is also the most cost-effective way to generate positive buzz and brand awareness.

1. **Awareness:** PR, advertising, content marketing, social media, SEO/SEM, direct mail
2. **Interest:** PR, content marketing, product sampling, coupon codes, trials, endorsements, influencers
3. **Engagement:** Direct mail, email marketing, surveys, social media, SEO/SEM, sales teams
4. **Conversion:** Direct mail, email marketing, social media, SEO/SEM, sales teams
5. **Advocacy:** PR, email marketing, social media, customer service, loyalty programs, ambassador programs

“Get me on  
the cover  
of Forbes.”

# Telling a Compelling Story

# What's the Difference?

## PRESS RELEASE

**PR Contact**  
[Signature]

**Place, Date** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc enim nulla, tincidunt sit amet facilisis sed, placerat quis massa. Duis non cursus felis. Duis finibus aliquet vulputate. Fusce molestie, sapien vitae convallis auctor, mauris nisl vestibulum eros, quis elementum tortor magna nec odio.

“Nunc interdum urna ac velit tristique, in lobortis eros tincidunt. Sed eu tempus lectus. Nunc eu aliquet justo. Suspendisse justo nisi, molestie vitae nisi eu, malesuada rhoncus dui. Sed eget fringilla lacus.”

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Morbi pretium id sapien ac lacinia. Vivamus in ligula non est viverra dictum vel eget massa. **[website]**

### About [Company]

Duis ut dui lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus dignissim, dui in pharetra pharetra, magna magna blandit ligula, nec convallis quam metus id mauris. Vestibulum eu tincidunt ante. Cras ultrices ac nulla venenatis malesuada.

Full details; spokesperson quotes and/or customer testimonials; boilerplate. Tells more of a story.

## MEDIA ALERT

**PR Contact**  
[Signature]

**Place, Date** - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc enim nulla, tincidunt sit amet facilisis sed, placerat quis massa. Duis non cursus felis.

### WHAT

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### WHY

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### WHERE & WHEN

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### About [Company]

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Primary details; links and logistics; boilerplate. Communicates information quickly and concisely.

## PROACTIVE PITCH

### Hi [Recipient],

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Duis finibus aliquet vulputate. Fusce molestie, sapien vitae convallis auctor, mauris nisl vestibulum eros, quis elementum tortor magna nec odio.

Nunc interdum urna ac velit tristique, in lobortis eros tincidunt. Sed eu tempus lectus?

**PR Contact**  
[Signature]

### ADDITIONAL INFO

Duis ut dui lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vivamus dignissim, dui in pharetra pharetra, magna magna blandit ligula, nec convallis quam metus id mauris. Vestibulum eu tincidunt ante. Cras ultrices ac nulla venenatis malesuada.

Focuses on specific audiences or aspects; critical details; abbreviated boilerplate. Adds context, customized to recipient.

# What Counts As News?



***Consider:*** Would your brand news be better expressed in a video? An infographic? A photo, or a gallery of images? What will interest different media channel targets the most? How can it be re-purposed over time?

Almost all brand developments can be leveraged for coverage or content development, but that doesn't mean they all warrant a press release. There are different ways to make your news shine.

## **Great for press releases**

Major client wins  
New products  
New partnerships  
Major new initiatives or causes  
Significant hires  
Awards

## **Great for media alerts**

New/re-designed websites  
Event participation/attendance  
Webinars or seminars  
Major product promotions  
Annual reports  
eBooks or whitepapers

## **Great for proactive pitching**

### **/contributed content**

Case studies  
Comparison data  
Event-related insights  
Industry insights/newsjacking

## **Great for social media**

Employee highlights  
Client/customer highlights  
Brand/team/product images  
Product promotions  
Common customer questions  
Recruiting efforts



# Pitching for Thought Leadership

Thought leadership programs are designed to augment the profiles of individual leaders or executives. The more attention given to their expertise, the more that expertise reflects positively on the brand they've chosen to lead.

Before pitching begins, three critical questions must be asked:

1. **Why now?** Does the topic relate to a relevant trend/news item?
2. **What's the impact?** Does the topic have any significant economic or cultural effect on the industry?
3. **Where's the connection?** Does this speak to a core competency of the brand or current projects?





# The Pitch

Hi *double-check the recipient's name*,

I want to make sure you know about *product/company*, and here's why I want to share it with you right now.

Tell them the news, and tell them why now is the time.

This is why *product/company* is unique. This is how it will impact this community, and this is why this news will benefit your readers.

Remember what their readers most want/need.

Would you like to *learn more/schedule a call/see a demonstration*? I can provide you with whatever you need.

Include a call to action, and be an attentive resource.

Thank you for your time -

**[your contact information]**

Additional information and embedded images go below your signature. Do not send attachments without their permission.

**[additional details]**

# Three Categories of Coverage

## Drumbeat

While seemingly low in value, Drumbeat coverage is not only the easiest to achieve, but a necessary component to keeping your brand in the minds of your audience(s). This coverage builds **awareness** and **relevance**.

- Brand mentions
- Article or press release syndication
- Stock/financial news

## High-Profile

High-Profile coverage explores your brand with a little greater depth, and usually places it alongside other relevant brands for the purpose of comparison or exploring the industry as a whole. This coverage builds **credibility** and **prominence**.

- Contributed quotes or commentary
- Contributed data
- Roundups or product announcements

## Feature

Feature coverage requires significantly more time to produce, and is far less frequent than Drumbeat or High-Profile coverage. It provides the greatest depth, however, and focuses purely on your brand. This coverage builds **authority**.

- Profiles or Q&As
- Contributed (not sponsored) articles
- Stand-alone product reviews

# Leveraging the Coverage You Receive



## Build More Awareness

- Share coverage through content distribution networks
- Use positive reviews to secure placements in new publications or Buyer's Guides



## Attract/Pleasant Stakeholders

- Add coverage to board/investor presentations to demonstrate traction in your market(s)
- Share coverage with fellow members of syndicates, coalitions or collectives



## Outfit Sales Efforts

- Augment FAQ and "About Us" pages with excerpts from positive coverage
- Deliver coverage to the sales team so they can share your **third-party validation** with leads



## Fuel Social/Marketing Channels

- Share coverage on the company blog
- Use quotes and excerpts as general content and sponsored posts on social channels
- Publish your bylines and op-eds on LinkedIn Pulse for visibility



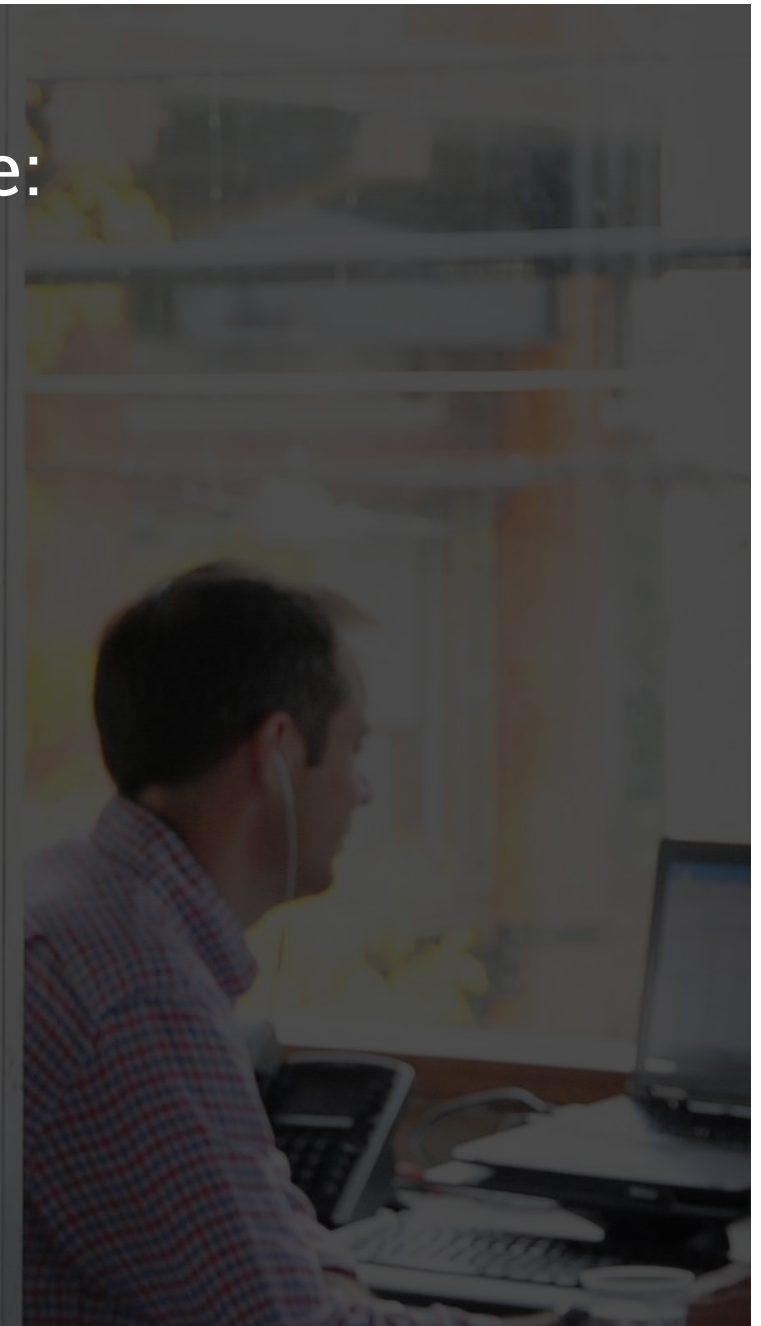
## Grow Your Team

- Share positive coverage with employees first for an important morale boost
- Highlight positive coverage in/among your recruiting efforts

# The right moment for PR is when you have:

1. **Solid brand assets.** Clear messaging, high-res photography, headshots, video or logos/graphics, and an operational website
2. **Spokespeople.** The individuals who will speak on behalf of your brand must not only be up-to-speed on messaging, but also available for media briefings and article drafting
3. **Case studies or testimonials.** Format is irrelevant, as long as you have customers who are willing to publicly share the story of how your brand helped them solve their problem. Media are uninterested in marketing fluff; they want facts, figures and real-life examples
4. **Time.** Successful public relations campaigns take 6-12 months or more. Coverage will definitely begin sooner, but it will still take several weeks to start learning your business, crafting your messages, and building the most impactful media relationships

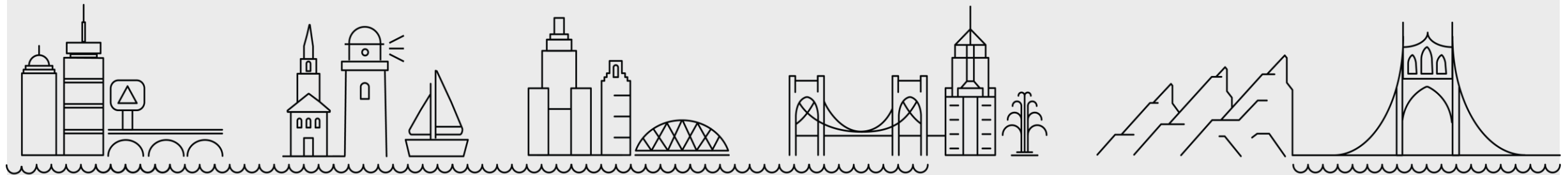
*Bonus:* **Comparison data.** If you want to make a splash by claiming your brand is smarter, faster or more in-tune with customers than your competition, you need the data to back it up



# The Media Landscape

**When it comes to PR, the most important relationships you can develop are with media contacts. Think about them with just as much care as you would your customers.**

- Where are they located? How do they prefer to be contacted?
- What information do they need to write a good piece?
- What assistance can you provide them in their process?
- And for that matter, **what do they want to hear about?**





# What does finance/business media want?

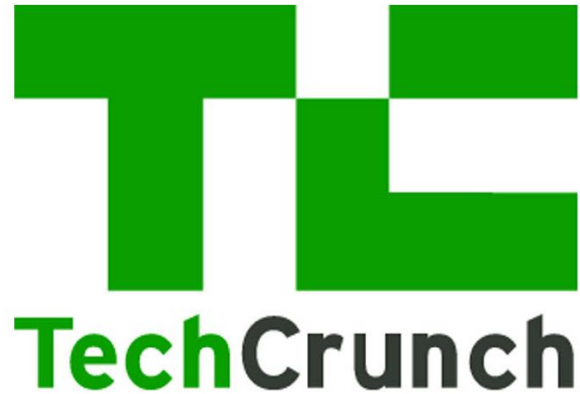
**BUSINESS  
INSIDER**

**FAST  
COMPANY**

- Exclusivity – When is it necessary?
- Going beyond the masthead
- Identifying your trend
- Utilizing data
- Ditching the jargon
- Avoid self-promotion



# What does tech media want?



- Advance notice – Isn't that an exclusive?
- Ready to talk numbers?
  - Amount raised
  - Number of employees
  - Growth metrics
- Competitive differentiation
- Think like an investor
- What's your market opportunity
- Use cases/customer stories

# What does trade media want?



Refrigerated & Frozen Foods

- Keeping on top of current events
- Willingness to provide vendor-neutral contributed content
- An understanding of their editorial calendar
- Data, data, data
- Use cases/customer stories

# What does consumer media want?



**REFINERY29**



- Abundance of samples
- Fact sheet
  - Specs
  - Why it's different
  - How you use it
- Supporting materials
- Photos
- Patience is a virtue – think six months out

# What does Pittsburgh media want?

**Pittsburgh Post-Gazette**



- Strong local tie
- Longer lead times
  - Most local publications have smaller staff
- Specific and tailored
- What's the benefit for the community
- Being available for interviews
- Local customer stories

# Free Resources

- Help a Reporter Out: [www.helpareporter.com/sources/](http://www.helpareporter.com/sources/)
- Talkwalker Alerts: <https://www.talkwalker.com/alerts>
- HypeStat: <https://hypestat.com/>
- Email Hunter: <https://hunter.io/>
- Twitter Lists: <https://help.twitter.com/en/using-twitter/twitter-lists>
- Matter How-To Guides: [www.matternow.com/open-door-sessions/](http://www.matternow.com/open-door-sessions/)



Questions?



# Thank you!

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