matter

PR 101
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.”
What’s the Difference?

**PRESS RELEASE**

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**About [Company]**

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**MEDIA ALERT**

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**WHAT**

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

**WHY**


**WHERE & WHEN**

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**About [Company]**

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**PROACTIVE PITCH**

Hi [Recipient],

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Duis finibus aliquet vulputate. Fusce molestie, sapien vitae convallis auctor, mauris nisl velit 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.

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

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

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.

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

Thank you for your time -

[your contact information]

[additional details]
Three Categories of Coverage

<table>
<thead>
<tr>
<th>Drumbeat</th>
<th>High-Profile</th>
<th>Feature</th>
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<tbody>
<tr>
<td>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 <strong>awareness</strong> and <strong>relevance</strong>.</td>
<td>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 <strong>credibility</strong> and <strong>prominence</strong>.</td>
<td>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 <strong>authority</strong>.</td>
</tr>
<tr>
<td>• Brand mentions</td>
<td>• Contributed quotes or commentary</td>
<td>• Profiles or Q&amp;As</td>
</tr>
<tr>
<td>• Article or press release syndication</td>
<td>• Contributed data</td>
<td>• Contributed (not sponsored) articles</td>
</tr>
<tr>
<td>• Stock/financial news</td>
<td>• Roundups or product announcements</td>
<td>• Stand-alone product reviews</td>
</tr>
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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/Please 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

Share coverage with fellow members of syndicates, coalitions or collectives

Share positive coverage with employees first for an important morale boost
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?

- 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?

- 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?

- 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?

- 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

- Talkwalker Alerts: [https://www.talkwalker.com/alerts](https://www.talkwalker.com/alerts)
- HypeStat: [https://hypestat.com/](https://hypestat.com/)
- Email Hunter: [https://hunter.io/](https://hunter.io/)
- Matter How-To Guides: [www.matternow.com/open-door-sessions/](http://www.matternow.com/open-door-sessions/)
Questions?
Thank you!

A Brand Elevation Agency.

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