



PR 101

IN THE NEW NORMAL

NOVEMBER 17, 2020

matter

TODAY'S AGENDA

- WHAT IS PR?
- TELLING A COMPELLING STORY
- WHAT COUNTS AS NEWS
- PITCH PERFECT: CRAFTING YOUR MESSAGE
- THOUGHT LEADERSHIP 101
- THE NEW NORMAL
- Q&A



What is public relations?

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.**

/01/ Awareness

PR, advertising, content marketing, social media, SEO / SEM, direct mail

/02/ Interest

PR, content marketing, product sampling, coupon codes, trials, endorsements, influencers

/03/ Engagement

Direct mail, email marketing, surveys, social media, SEO / SEM, sales teams

/04/ Conversion

Direct mail, email marketing, social media, SEO/SEM, sales teams

/05/ Advocacy

PR, email marketing, social media, customer service, loyalty programs, ambassador programs

TELLING A COMPELLING STORY

WHAT COUNTS AS NEWS?

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.



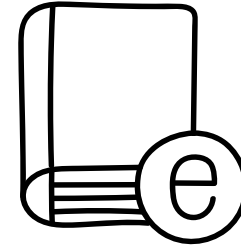
Great for Press Releases

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



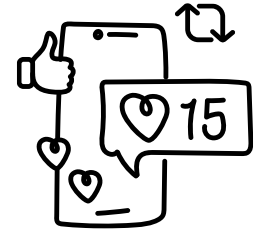
Great for Proactive Pitching/Contributed Content

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



Great for Media Alerts

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



Great for Social Media

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

WHAT'S THE DIFFERENCE?

PRESS RELEASE

- Full details
- Spokesperson quotes and/or customer testimonials
- Boilerplate
- Tells more of a story

MEDIA ALERT

- Primary details
- Links and logistics
- Boilerplate
- Communicates information quickly and concisely

PROACTIVE PITCH

- Focuses on specific audiences or aspects
- Critical details
- Abbreviated boilerplate
- Adds context, customized to recipient

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.

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]



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



Remember what their readers most want/need.



Include a call to action and be an attentive resource.



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

DO'S

Anatomy of a Great Pitch

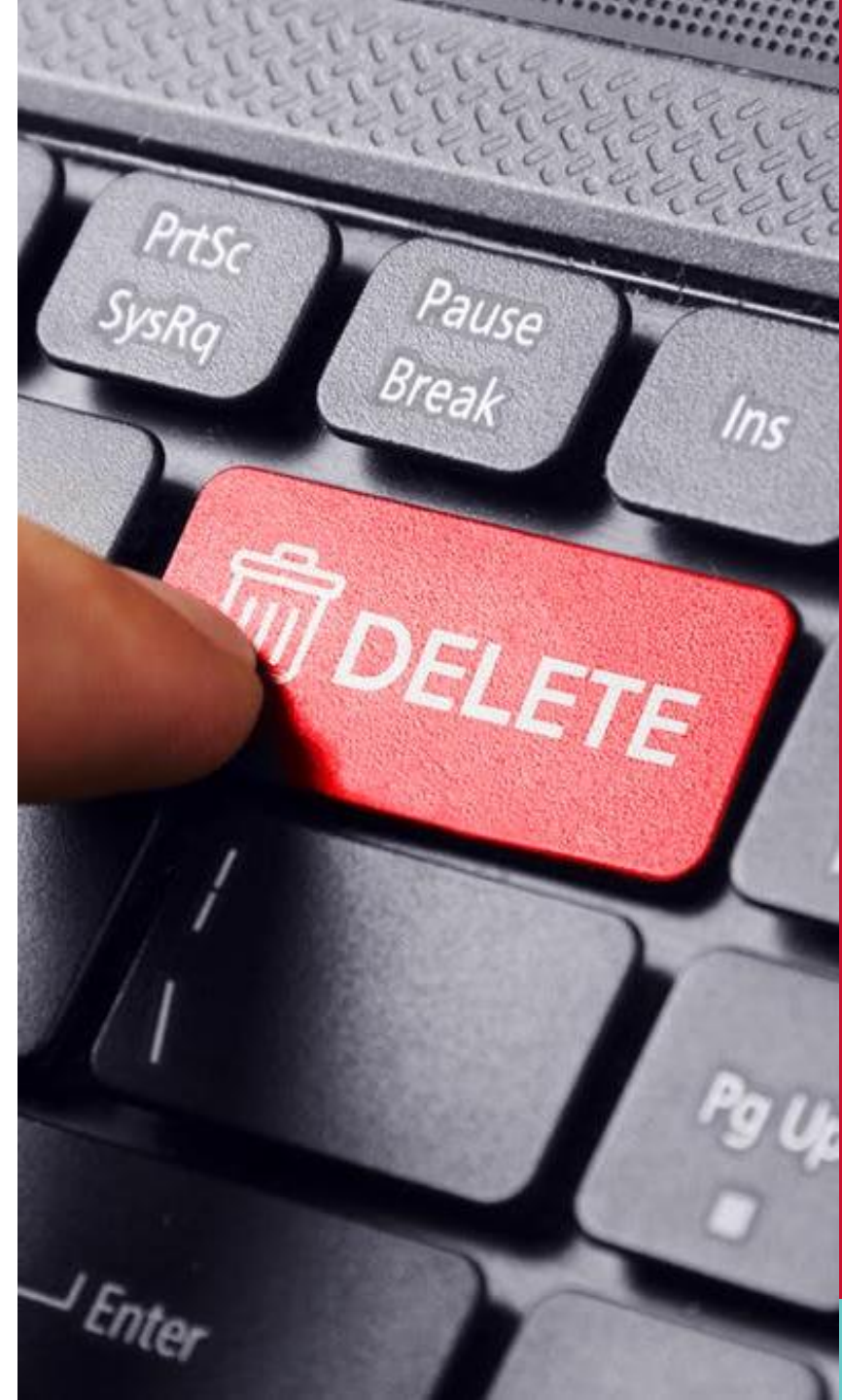
- Short and Punchy
 - Uses strong verbs
 - Uses active voice, avoids passive voice
 - Doesn't overwhelm with details
- Conversational tone
 - Avoids marketing-speak and jargon
 - Less formal tone; bending grammatical rules is OK sometimes
 - Connects with a journalist as a peer
- Tells a good story
 - Like every good story, has a surprise twist
 - Is relevant to a journalist's topic area
 - Pitches a story, not a company or product



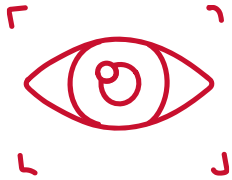
DON'TS

Here's how to have your pitch discarded

- It's too technical and has lots of buzzwords or acronyms
- It's too over-the-top promotional
- It's copied and pasted from a press release or product sheet
- Uses extraneous words (however, particular, actually)
- Meanders or doesn't get to the point
- Seems tentative or lacking confidence
- Doesn't align with what the reporter covers



LEVERAGING YOUR COVERAGE



Build More Awareness

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



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



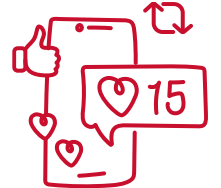
Grow Your Team

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



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



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

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:

/01/ Why now?

Does the topic relate to a relevant trend/news item?

/02/ What's the impact?

Does the topic have any significant economic or cultural effect on the industry?

/03/ What's the connection?

Does this speak to a core competency of the brand or current projects?

TRADITIONAL INTERVIEWS AND Q&As


- Interviews and Q&As are a great opportunity to showcase your knowledge, insight and vision
- Typically geared toward a specific topic or trend
- Sample platforms:
 - Industry / trade publications
 - Local & regional media
 - Professional association's blogs or website



The screenshot shows the top of a web page from Construction Dive. The navigation bar includes the site logo and links for 'Deep Dive', 'Opinion', 'Data', 'Library', and 'Events'. Below this, a secondary navigation bar lists categories: 'Commercial', 'Residential', 'Tech', 'Design', 'Products', 'Green', 'Econ', and 'Legal/Regs'. The main content area features a red 'Q&A' tag, the article title 'ConTech Conversations: Windover's Amr Raafat', a portrait of Amr Raafat, and the beginning of the article text.

Q&A

ConTech Conversations: Windover's Amr Raafat



Autodesk named Amr Raafat the Innovator of the Year in 2019 for his implementation of drone mapping technology on sites for Windover Construction in New England. Construction Dive spoke with Raafat, Windover's vice president of VDC and technology, to learn more about the innovator's thoughts on the industry's tech standards and what lies ahead.

CONTRIBUTED CONTENT

- Great opportunity to weigh in on broader industry topics, problems and/or solutions
- Journalists are overstretched and decreasing in number. Providing pre-written content gives your organization a better chance of maintaining a steady cadence of coverage
- Sample platforms:
 - Industry / trade publications
 - Local & regional media
 - Professional association's blogs or website
 - Your organization's blog or website



Home / All Articles / Articles / 5 Ways to Prepare Your Warehouse for the 2019 Holiday Season

WAREHOUSING
MATERIAL HANDLING

Oct. 7 2019 05:16 AM

5 Ways to Prepare Your Warehouse for the 2019 Holiday Season

By Kevin Ledversis



Last year, US shoppers spent a record \$126 billion holiday shopping online — a 19.1% increase over 2017. The rise in e-commerce during the holidays stretches distribution centers and their employees to the limits. With the 2019 holidays just around the corner and online spending expected to rise once more, how can supply chain professionals identify and address costly inefficiencies *before* they happen?

NEWSJACKING

- Inserting your thoughts, insight and /or opinion into breaking news stories
- Leveraging trending news topics to increase visibility
- Sample platforms:
 - Great way to break into top-tier, national media
 - Local & regional media



Are you a bad driver? Here's how to know and how to fix it before your holiday road trips



If your car says so: Today's connected vehicle functionality and artificial intelligence features offer insights into what drivers do behind the wheel. "Alerts against a driver for speeding, harsh braking or accelerating, cellphone usage, lane departure and collisions are cause for concern and behavior adjustment," says Emily Candib, director of fleet products and services at Merchants Fleet, a fleet management company.

PUBLIC SPEAKING

- Great way to share your message with a wider audience
- Allows the time to create substantive connections and spark interest
- Sample platforms:
 - Industry events and trade shows
 - Professional associations
 - Live and virtual keynotes
 - LinkedIn Live
 - Webinars



DiMella Shaffer @DiMellaShaffer · May 14

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Next Tuesday, join Diane Dooley, Philippe Saad, and Ruth Neeman from [@LWDAdesign](#) as they host a Virtual Round Table Discussion on Senior Living Environments in a Post COVID-19 World as part of the [@BSAAIA](#)'s Design for Aging Committee. bit.ly/BSA-DFA-PostCo...



SOCIAL MEDIA

- Repurpose blogs and coverage as LinkedIn articles, leveraging relevant hashtags to connect with your target audience
- Engagement is just as important as content! Like, comment and share posts from other industry leaders, media influencers, inserting your own thoughts, as appropriate
- Joining a relevant LinkedIn group, or commenting on posts within an existing group is a great way to build visibility and connections
- Sample platforms:
 - LinkedIn
 - Twitter
 - Facebook & Instagram



Brian Jungeberg • 2nd

Vice President, Transportation at Risk Strategies Company
2mo • 🌐



Here's an interesting piece highlighting consumer ecommerce trends and growth in the pandemic. I think it's safe to assume year over year growth will only continue as we get into the holiday season.

<https://lnkd.in/ebG323p>



Ecommerce trends amid coronavirus pandemic in charts

digitalcommerce360.com • 5 min read

THE NEW 'NORMAL'



THE RULES HAVE CHANGED

- COVID-19 separates the wheat from the chaff beyond communications – cuts to the essence of a business' culture and integrity
- A shift: Internal audiences are more important and, companies must embrace new ways to foster a cohesive work environment remotely
- How an entity treats their own people and how they communicate to key internal audiences dictates the impact on their internal and external reputation
- The more transparent and authentic leadership is, the better chances of mitigating a crisis on the media front – COVID-related or otherwise
- COVID-19 has bolstered communications professionals' weight with leadership (yay!)

THE NEW PR NORMAL

5 Things to Consider Before Reaching Out to the Media

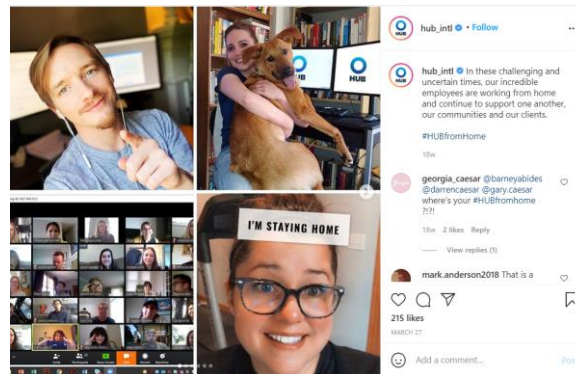
- Think Critically About How to Tell Your Story
 - Why is now the appropriate time to tell your story?
 - Is it consistent with internal messaging?
- Know the News Cycle
 - When is the best time to pitch, if at all?
 - What is the journalist covering right now?
- Understand Resources Are Limited
- Focus on the Fundamentals
 - Messaging, branding, content, etc.
- Look to the Long-Term



COMMUNICATING DURING CONTROVERSIAL TIMES

Questions for Self Reflection

- Do we have a connection to the issue at hand?
- Do we have anything meaningful to add to the conversation?
- How do we communicate our position to our internal and external audiences
 - When and how often?
 - What actions have we taken in the past/plan to take based on this position?
- Is this an issue we should communicate to customers, partners directly?
- How should we communicate publicly via social media, if at all?



QUESTIONS?

WE'D LOVE TO HEAR FROM YOU!

INTERESTED IN ANOTHER TOPIC? HAVE MORE QUESTIONS? DROP ME A LINE!



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THANK YOU