



An introduction to public relations

By Caroline Spence
PR Director of Anicca Digital



Our brands



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Some of our clients



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Introduction

What is PR?

PR has had some bad press!
However, used correctly it can be really beneficial for your business

- Free editorial content
- Written by a third party (journalist or blogger)
- Word of Mouth recommendation – credible, powerful
- Can be TV, radio, print, online, social media
- Great for raising awareness
- Can generate sales – BUT not always trackable



How prevalent is PR?

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PR Tactics

PR is part of the Marketing Mix.
Tactics can include:

- Media or press relations
- Event management
- Social Media
- Community relations/CSR
- Crisis Communications and Reputation Management
- Lobbying/ Public Affairs

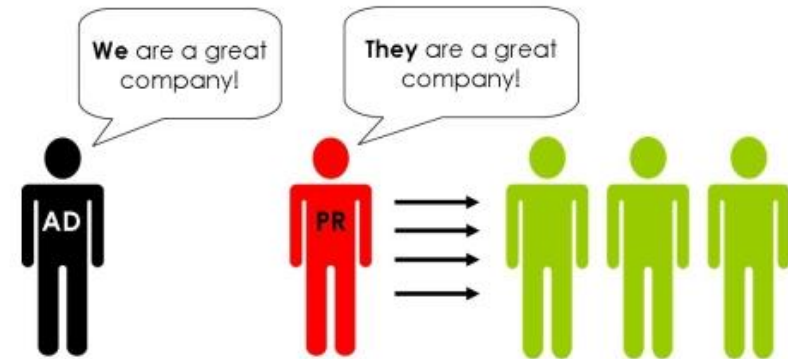


Difference between PR and Advertising

It's just advertising ain't it? Erm, no. Often confused, here are the main differences.

- PR is free editorial content, advertising is paid for
- PR is written by a third party, advertising is written in the first person – PR is more credible, believable
- Advertising is set amount of space, on a set date for a set price. None of this is controllable in PR
- In advertising, you can control the content to the letter. In PR you can only influence the content

Advertising vs. Public Relations



Source: John Moore, Brand Autopsy

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What can PR do for your business?

- Raise awareness of the brand/ products/ services
- Drive traffic/ footfall
- Positive brand associations
- Improve reputation
- Promote the people behind the business
- Increase brand engagement
- Funding/ grants/ awards/ buyers
- Massive increases in sales cannot be guaranteed!

Getting Started

Understanding the time / resources commitment

- PR is low cost, which means it's time intensive
- Need to understand that resources will have to be used, either conducting a campaign or managing an agency
- Journalists will not wait for you, arrange calls/ appointments around you
- Short deadlines/ fast reactions

What you need to be prepared to do

- Get out there – no business ever promoted itself alone in an office
- Make cold calls to media
- Sell your business in person – inevitably exposure for you
- Networking
- Public speaking/ interviews
- Have your picture taken!
- Be nice to people
- Change

What are the media interested in?

- Story mining – first step in PR
- News Value, newsworthiness
- What is interesting that is happening in your business right now?
- New premises, client wins, hires, products
- Human interest – charity, learning, quirky
- Investment/ expansion /refurbishment - £££
- VIPs, celebrities, Royalty, MPs, Mayors etc
- Produce a list and then a calendar of ideas to keep you ontrack

PR Techniques

Preparing Content

Content needs preparing in specific ways to meet media needs

- Copy – needs to be concise, catchy, factually correct, no superlatives and written in the third person eg. ‘Waltham College said’ not ‘We said’
- Spell and grammar check – also check facts with relevant parties
- Press release format – headline, body copy, contact details and website, social media handles etc
- Images – high resolution 300 dpi, taken by a professional, not just a boring line up, colour not b+w
- Timely – find out the frequency of the publication and its deadlines

Talking to the Media

You've got your content sorted, now what?

- Who will be interested? Research relevant media titles – look locally, nationally and don't forget trade titles
- Buy the publication or look online. Read it, make sure it's relevant. Is it in the right location?
- Find the Newsdesk or Editorial contacts
- Ring in and pitch the story – sound friendly, confident and enthusiastic, rehearse if necessary
- Answer questions succinctly, send more information if required
- Email press release and images/ links to photos over

Talking to the Media

So they are interested, what happens next?

- Photo opportunity – a newspaper may send a photographer to get a picture to accompany the story. Arrange a time/date and ensure the right people are there
- Interview – can be by phone or face-to-face. Can be for print, radio or TV. Broadcast media can be recorded or live. You will need to prepare for this! Get your key messages lined up, practice making your point in under 30 secs
- Coverage – make sure you get the finished article or interview. Think what you could have done better – you learn each time
- Try to get a link back to the website – this can improve site authority

Blogs and social media

- Online media such as blogs and social media has affected media relations and they need to be treated differently
- More like a conversation – you need to read Tweets and blogs to find out what they are talking about/ interested in
- Join in with NON-COMMERCIAL conversation to start with then drop your story / product in after you have established a rapport
- Find hard-to-reach journalists for national newspapers/ magazines on Twitter
- #journalistalert is a good one to set on your Twitter or join the closed group on Facebook

Events

Having a launch event/ anniversary party/ fundraising dinner?

- Invite the media! Free spots for journos always go down well – especially if food & booze are involved!
- Ring the Picture Desk of newspapers and magazines to invite photographers
- If they don't come, take your own pictures, write your own press release and issue to relevant titles
- Check local glossy magazines for Diary and Social sections – they are always looking for stories
- If you are struggling to get interest offer goodie bags, heavy discounts or free samples

Reviews/ sampling

Is yours a lifestyle business? If so why not invite the media in for a review/ free trial?

- Free stuff is amazing for the media who are normally poorly paid or voluntary
- If you offer a service or low value product, a freebie is normally a guaranteed way to get coverage
- This especially works for:
 - Food & drink
 - Fashion & accessories
 - Hair & beauty
 - Home accessories
- Just ensure you know who the journalist is (check LinkedIn to find out what they look like) and treat them like a super VIP!

Measuring and monitoring

How to Measure Success

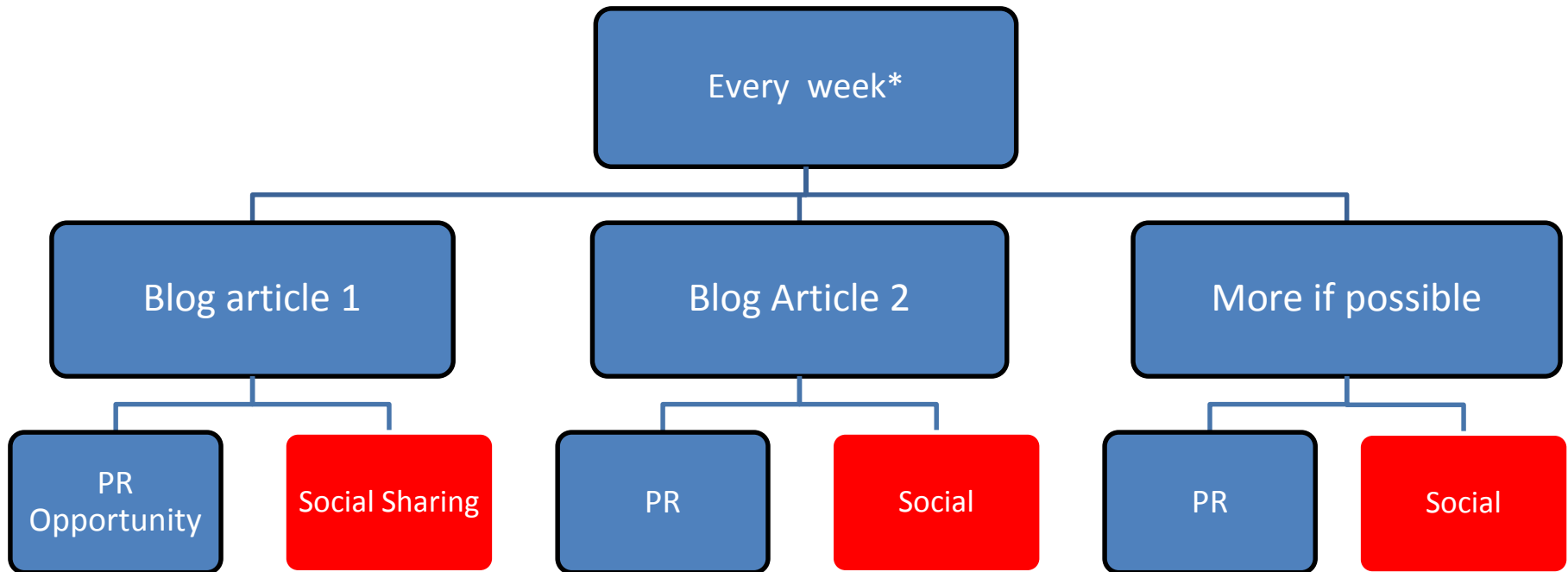
- Historically difficult to measure, there are various forms of measurement depending on how in-depth you want/ need to be
 - Number of cuttings – how many positive articles have you created?
 - Size of article – always key, the bigger the better!
 - Does it include an image? It's more likely to be read and remembered
 - Does it have a weblink? This drives traffic and improves authority
 - How much would it cost to buy the equivalent space as advertising? From here you can work out how much money you have saved or ROI figures
 - Audience reach – how many people have been reached by the campaign in total?
 - Hard numbers – website referrals, customers who have mentioned it, no. of new customers

Integrated strategy

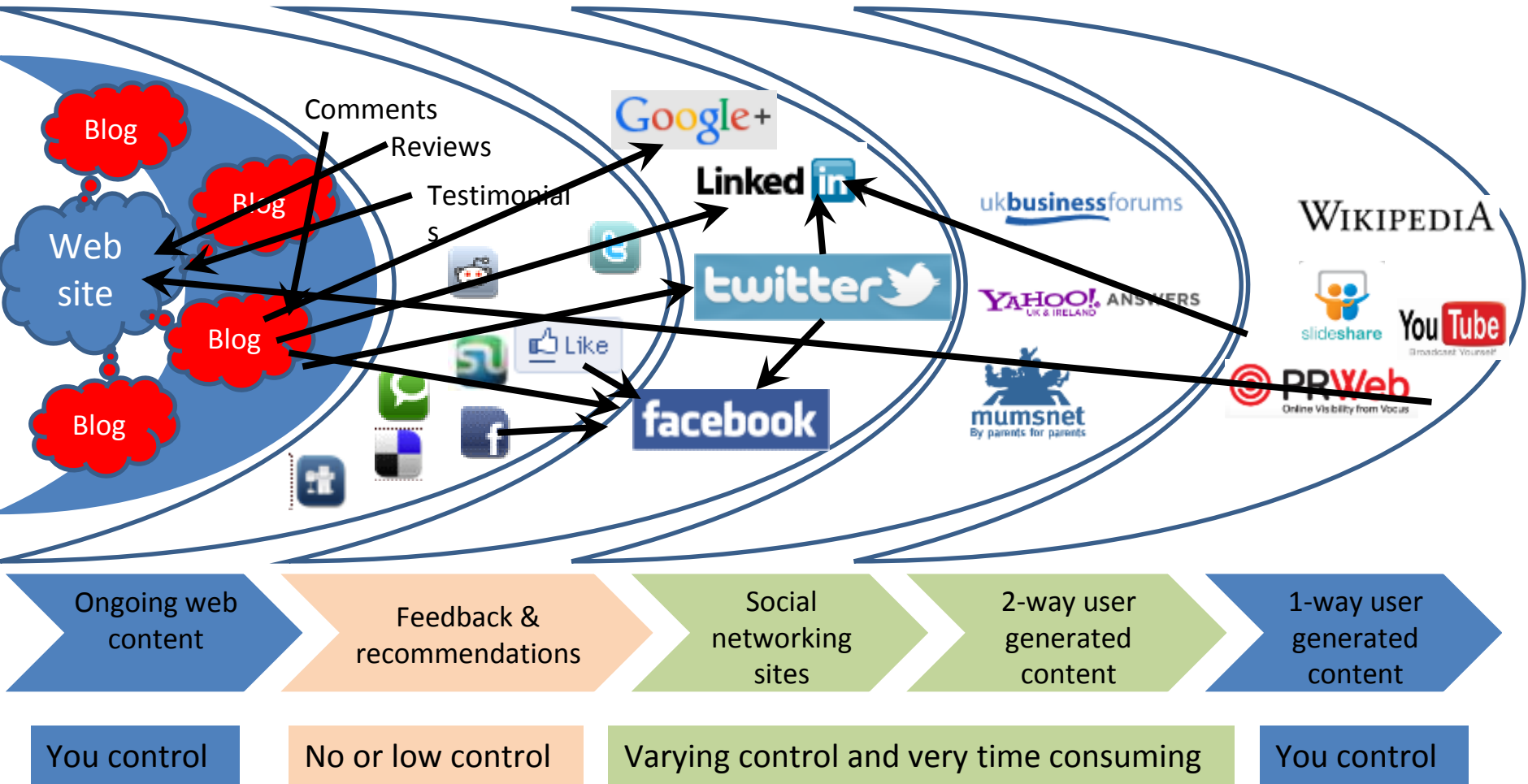
Our strategy for integrating PR and SEO (for our own and clients sites)

- Websites should be built to have an integrated blog and social media icons or they should be add retrospectively to existing sites
- We try and blog at least once a week
 - Optimise the blog to maximise SEO benefits (especially title, perma-link (URL) and use SEO plug-ins for sitemap, titles and descriptions)
 - Allow comments (screened and approved)
 - Everyone in the team is encouraged to contribute to our own blog
- Our own content is focussed on
 - Innovation or what's new in search and online marketing
 - Areas where we are technical experts
 - Case studies (including new websites)
 - Events or speaking slots
- We then re-tweet, use share/like using Facebook, LinkedIn and Google+
- We create Press releases and submit to media sites
- We also use Tweetdeck or Hootsuite to track areas of interest

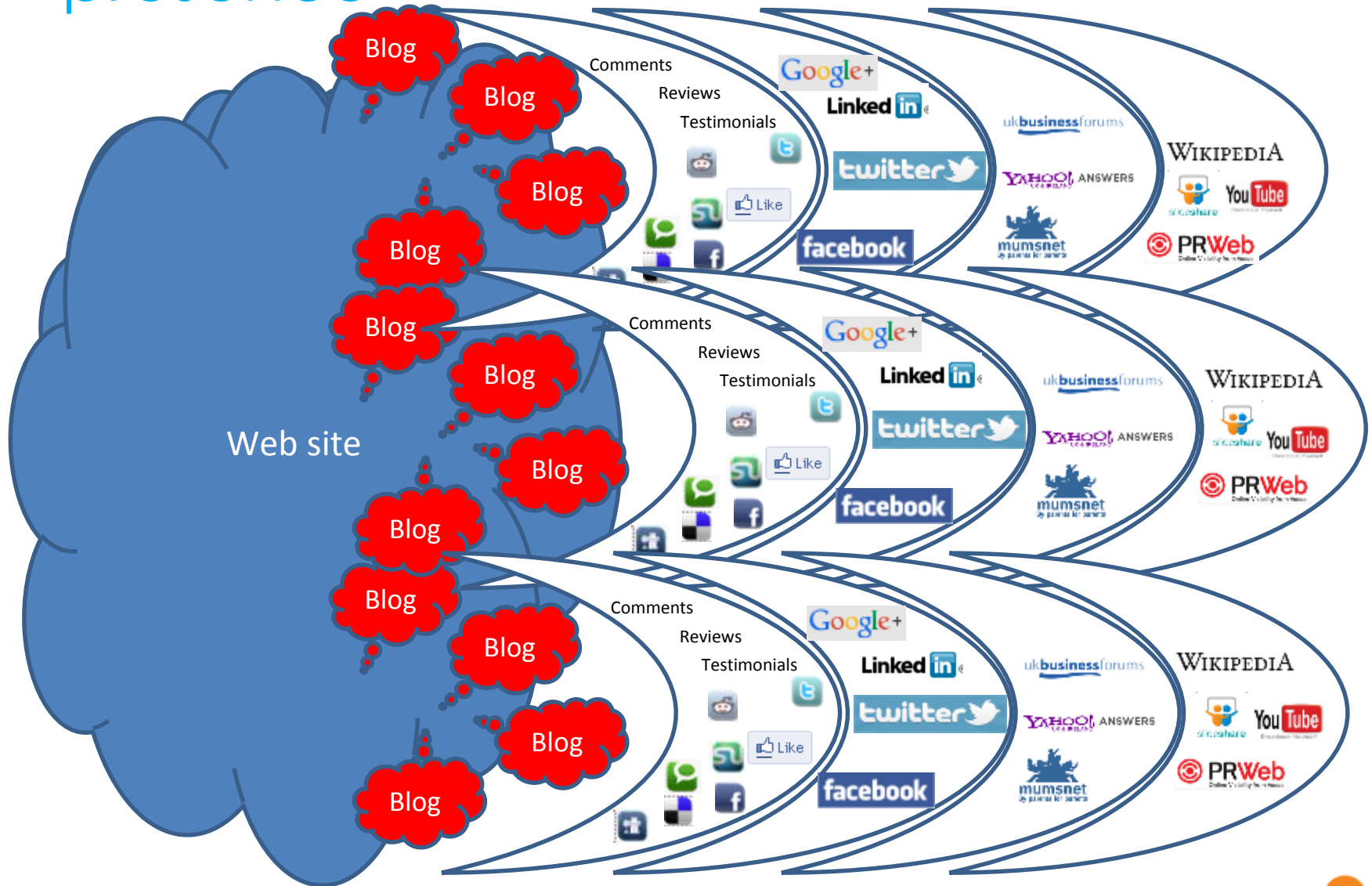
Integrated strategy to SEO, blogging, social marketing and link building



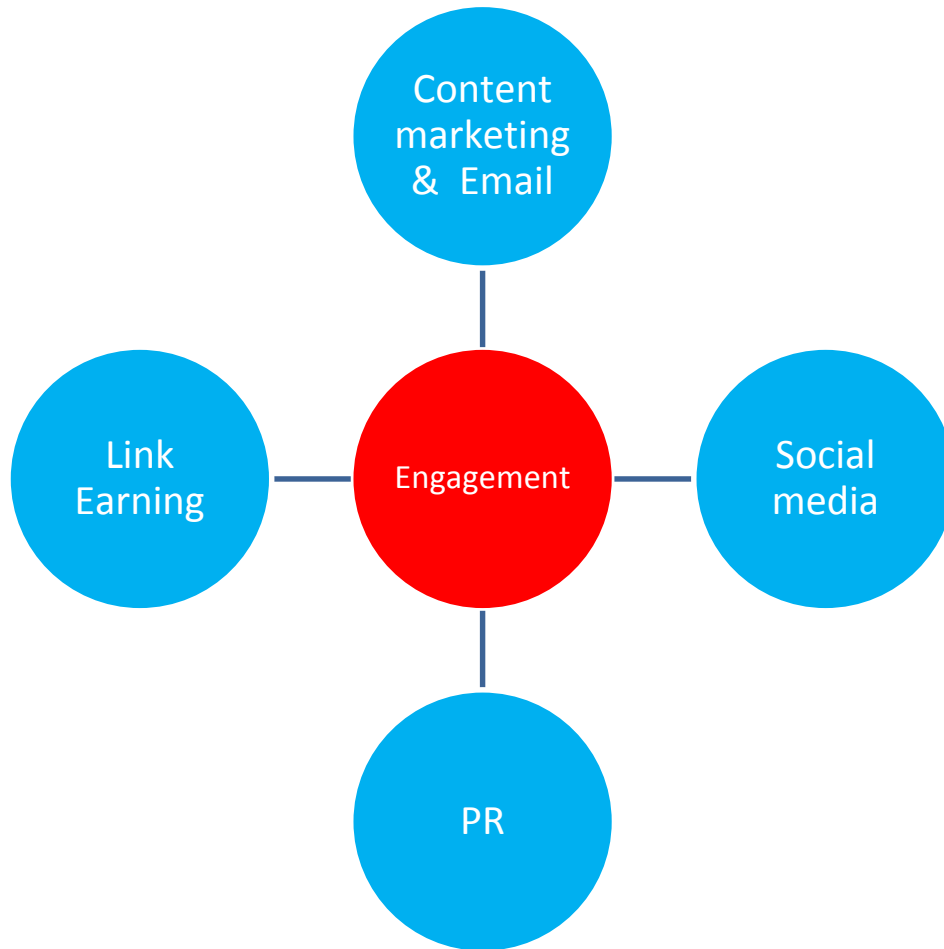
Interaction between different techniques



Growth of your website & social presence



Conversations – our new brand



Thank You

caroline@anicca.co.uk

www.anicca.co.uk