

# **10 Publicity Tactics That Increase Sales and Improve Brand Awareness!**

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*One of the most difficult challenges when running a publicity campaign is finding the right journalists to write about your business. **Prowly** is an easy tool to help you find relevant media contacts, create and send press releases, track mentions, build reports, and more. It's a great tool that we've used for years. Best of all it's affordable. Check it out here for more information:*

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## **Introduction: Public Relations 101**

*If you want to create awareness about a product, service, or brand, you must develop a strong, effective, public relations campaign. There is no getting around this fact.*

**The simple truth is this; public relations is the easiest and least expensive way to promote a product, service, or brand!**

Public relations (PR) is by far the most powerful method of “spreading the gospel” and informing consumers about the benefits and value of the product or service you offer. **This book will show you how public relations fits into your marketing mix and how to create a PR strategy that gets results fast!**

This E-book is for you if you:

- Want to learn the fundamentals of public relations
- Want a refresher course in public relations
- Want to learn how to promote a product or service
- Want to learn how to pitch the media about a product
- Want to learn how to secure product reviews in the media
- Want help launching a new product into the market
- Want help promoting a product or business at a trade show
- Want to learn how to write a press release and build a press kit
- Want to train a member of your team to be a publicity specialist
- Want to create widespread awareness of your product or business
- Want to develop a positive reputation about your product or business

### **Why Listen to Me?**

It's a reasonable question and one I'm eager to answer.

I've been doing PR, successfully, for a long time!

I've been practicing public relations and marketing for over 25 years (I'm not old, I'm “seasoned”)

Prior to launching my public relations agency Foster PR, I was the Director of Marketing and PR at Performance Designed Products (PDP), one of the leading developers of video game peripherals in the United States.

Over the last two and half decades I have managed the PR campaigns for countless product launches in the US and abroad and continue to work with some of the most innovative brands in the world.

## What is Contained in This Book?

I kept this book short because it's important that we get right to the point. There is no useless filler, only smart, practical information, and advice. It's designed to get you started immediately on your publicity campaign whenever you're ready to begin.

In the proceeding chapters, we will go into more detail about the fundamentals of public relations. But let's begin with a brief overview of what we will be discussing.

## The Foundations of Public Relations

Recently a company contacted me to ask if I could help them with their advertising. When I mentioned that my agency specializes in public relations not advertising, there was a long silence on the other end of the phone. Finally, the response came: "But isn't public relations the same as advertising?"

This is not an uncommon assumption. However, the differences couldn't be starker.

The official definition of public relations is "*the practice of managing the spread of information between an individual or an organization and the public.*"

Allow me to clarify it in more simple terms:

- **Advertising** means you pay tons of money to create a **subjective** image.
- **Public Relations** means you plant a compelling story that offers an **objective** solution to a problem.

The buying public (consumers) is much more likely to trust information coming from a person writing from an objective point of view (a journalist) rather than from the subjective point of view from a paid advertisement.

To clarify; I am much more likely to buy a new cellphone, drone, or camera, based on a **product review coming from a journalist or blogger** rather than a random

advertisement on a web page.

Advertising does hold a valuable place in any effective marketing mix. But before you run out and spend an exorbitant amount of your budget creating and placing an old-fashioned ad, think about how far your dollar will stretch if you can offer the same information to journalists, bloggers, and influencers, **who will write about your product or service for free.**

## **PR Versus Advertising**

When it comes to comparing public relations to advertising, it all boils down to one simple word: TRUST.

Richard Branson, the business magnate who founded Virgin Airlines, once said: “A good PR story is infinitely more effective than a front-page ad.”

If anyone knows a thing or two about public relations, it's Richard Branson. He is one of the most successful and FAMOUS businesspeople in the world. And most of his fame and success came from ingenious publicity campaigns that made him a household name.

So, the question is why PR worked for Branson and others like him? Why does public relations often work better than traditional paid advertising?

The answer is simple. **People are more skeptical about an ad that someone paid for** than they are about a review or story they read by an independent journalist or blogger.

Many people simply don't trust advertising anymore. How many times a day are you bombarded with a barrage of print ads, web ads, phone ads, email ads, billboard ads, and on and on? Eventually, the human mind starts to shut itself off from the constant sales pitch from countless products.

This is not to suggest that advertising doesn't have a place in your marketing mix. It certainly does, especially if you have a large budget to work with.

But most people are smart enough to know that **an advertisement is not objective or impartial.** But a story written by a journalist is much more likely to **garner trust** by the customers you want to reach.

Submitting a well-crafted press release or story pitch to targeted media or social media influencers is one of the most effective ways of creating buzz and nurturing trust about your product, brand, service, or event. People simply put more trust in reading interesting stories or product reviews by people who are objective about the subject on

which they are writing.

Therefore, instead of throwing a bunch of money at a traditional advertising campaign, first think about how much more effective a public relations campaign can be for your business. **Your customers need and want to trust you.** A well placed, professionally written story or product review might be the key to your success. Just ask Richard Branson.

## **Simple Public Relations Strategies That Work**

I've worked with many companies on a variety of public relations and marketing campaigns over the years. Many of the companies I've helped didn't have a marketing team in place. I'm always a little surprised by how unprepared many business owners are when it comes to basic PR strategy.

I'm a big believer in keeping things simple. An effective publicity campaign does not require large sums of money or time to execute properly. In fact, if done correctly and with diligence, it shouldn't cost much at all. Mostly, it comes down to creating a clear plan and following a few simple steps.

## **The Steps We Will Discuss**

No matter what kind of business you have, every company needs to develop a strong public relations campaign to succeed. It is imperative that you find effective methods to communicate with your customers and business partners.

As stated, public relations is the most powerful and cost effective means of "spreading the gospel" to your target audience. Here are a few simple steps we will be discussing further as we proceed through this book.

## **Creating a Press Kit**

A press kit is simply a compilation of materials that includes any relevant press releases, facts about your company, executive biographies, product specs, and any other information you wish to provide to journalists or business associates.

## **Writing Compelling Press Releases**

A press release is to a press kit what a heart is to a human body; without it, it's a lifeless shell. Writing an effective press release requires the ability to provide maximum information within a finite space. Most importantly, it must be written in such a way that is not only informative but **INTERESTING**. Learn how to write an effective, interesting press release and the media will respond.

## **Identifying Your Target Audience**

It's imperative to identify your core demographic (customers) so you can focus your efforts and communicate effectively.

## **Building Your Media List**

In order to reach the correct media, you have to build a list of contacts and develop a professional relationship with each journalist. This is a long-term task. Building a media list is similar to building and maintaining a sales list.

## **Securing Media Coverage and Reviews**

This is the point of it all! You want the media to write about your product or business. This is the entire point of product PR. This is the goal we are aiming for!

Now that we're done with the overview, let's dive in deeper and find out what product PR is all about and how it can help your business succeed.

*\*To contact me with questions or a free consultation, please visit <https://www.foster-pr.com/>*



# Chapter 1

## The Fundamentals of Public Relations

### What is Public Relations?

Defined by the act of brand promotion and awareness, public relations (PR) uses various media outlets as an extension of its marketing efforts to shift the public's perception of an organization, brand, or business.

On a more general level, public relations is the branch of an organization responsible for its communications and the management of its reputation.

Similar to brand marketing or branding, public relations (PR) seeks to present information to the public for various purposes. The difference between the two is the mediums with which they employ.

While branding tends to prioritize website content and social media platforms to build brand awareness, public relations tends to prioritize newspapers, press releases, and influential media relations to do the same.

The result of good PR is not limited to greater brand awareness and improved reputation but elevated revenue via higher SEO rankings and increased web traffic.

### The Five Elements of PR

Similar to any digital marketing strategy, a PR strategy tends to have an underlying purpose or driving factor behind its published content. As discussed, the overarching purpose of any PR campaign is to build brand awareness and improve or uphold a reputation.

On a campaign-by-campaign basis, however, more specific targets, strategies, or goals are considered when curating the appropriate media release. These are otherwise known as the five (5) elements of public relations:

- I. Internal Communications
- II. Crisis Management

- III. Corporate Responsibility
- IV. Event Management
- V. Media Relations

Related PR tactics that fall under these five elements include community relations, employee relations, social responsibility, and cyber threat intelligence, among others.

## **Internal Communications**

While public relations is often viewed as “relations with the public,” it’s just as, if not more, important to consider the relations between the people within the organization itself. Without clear communication with internal employees regarding brand direction, how can a successful PR campaign be curated and relied upon? Whether via email, company announcements, or internal meetings, prioritizing internal communications will directly impact the quality of external communications.

## **Crisis Management**

No organization is perfect. As a key function of PR, crisis management aims to acknowledge, manage, and smoothly work through problems or negative perceptions that have arisen as it relates to your business. Through strategic PR solutions, a crisis can be averted and brand reputation can be returned to stability, if not improved altogether.

## **Corporate Responsibility**

It’s not enough to sell a product or service. Instead, it’s important to consider your target audience’s deeper drivers and desires that motivate their consumer behavior. **While you may bring a great piece of tech to the market, it’s important to ask what you bring to the table regarding social issues as well for this directly impacts the public’s perception of your organization.**

## **Event Management**

Whether during a consumer electronics trade show or tech conference, events are an incredible outlet to garner exposure to relevant and interested audiences. Through effective PR, event management tactics may not only allow for greater exposure and lead generation but immediate sales as well.

## **Media Relations**

Finally, arguably the most important element of PR is the relationships built with media persons such as journalists and press personnel. Because journalists are largely responsible for discussing a product, they’re inevitably responsible for the public’s perception as a byproduct. **Building positive relationships with these people will directly translate into how they portray your brand or organization to the public.**

# The Importance of Public Relations

Whether you're launching a consumer electronics product, starting an entirely new consumer tech brand, or hosting an in-industry trade show, public relations will prove integral to the success of such endeavors.

Take a product launch, for example... At its most basic, what's required for a product launch to be successful? You guessed it - publicity and awareness. Similarly, what's required of a successful trade show? Attendants... However, how does one expect to garner attendees without publicity and event management?

In short, PR is an invaluable tool for today's modern businesses, especially in the wake of social media marketing and virality. No matter what type of business or brand you are, whether consumer electronics, tech, or otherwise, PR is imperative to the upholding of success.

Here's why...

## Communication

As you'll learn throughout this book, communication is the heart of any successful PR campaign. Whether internal or external communication, public relations tactics seek to control the narrative in a truthful, non-manipulative way, ensuring that the most accurate portrayal of information is being shared.

For those without a PR department or corresponding PR agency, you've likely learned the hard way when it comes to the detriments of a lack of communication...

## Branding

Without branding, today's modern businesses are all but non-existent, especially in the eyes of those who follow you on social media. Whether it's sharing news through content or highlighting positive attributes or successes through media releases, branding is what leads to sales and conversions.

## Damage Control

As we briefly touched on when discussing the five elements of public relations, damage control, otherwise referred to as crisis management, is imperative to keeping the business intact and resilient. Like most businesses, there's bound to be a level of

unsatisfied customers, poor reviews, or complaints regarding your consumer product or service.

With a reliable and robust PR strategy, however, these crises can be averted and managed to minimize damages to brand reputation.

As you can imagine, lacking a PR backbone as a brand or business no matter the industry can spell disaster for even the most successful of brands or businesses. By proactively preparing for the worst and actively sharing the best of what you have to offer, you place yourself on a trajectory of long-term success and sustainability.

That, in short, is the importance of public relations (PR).

*\*If you are interested in learning more about the author's public relations service, please contact him via the following website. <https://www.foster-pr.com/>*

# Chapter 2

## PR (Earned Media) vs. Marketing (Paid Advertising)

Whether it's public relations tactics or paid advertising tactics that you're employing for promotional purposes, the goal remains the same, brand reputation. The strategies used to achieve this goal, however, differ.

The good news is that you don't need to choose between the two when launching a given PR campaign. In fact, you're encouraged to do both, for they're both equally effective in their own right.

With that said, in this chapter, we'll be exploring the differences between the two, specifically as it pertains to earned media and paid advertising. But first, let's take a higher-level look at the difference between PR and Marketing.

### **Public Relations vs Marketing**

Often synonymous with one another, public relations and marketing efforts are quite similar, not merely because they share the same or similar business goals and objectives.

With that said, when you take a closer look at the two, they differ in a variety of ways, inclusive of the skills required, the goals achieved, the duration it takes to realize said goals, and the corresponding target markets of each.

#### **Skills Required**

Today's marketing tactics typically involve digital strategies, paid advertising, social media, and content marketing.

Though PR may share similar skills in some respects, specialists often hold less digital skills and more direct communication and relationship-building skills that marketing professionals may not hold to the same degree.

#### **Goals Achieved**

As mentioned, both departments are typically tasked, whether directly or indirectly, to increase brand awareness. The difference lies with the end result. In other words, marketing typically results in an increase in sales, or at the very least holds that aim.

Public relations, on the other hand, has the primary aim of upholding brand reputation and image.

## Duration of Campaign

The duration of the campaign, whether it pertains to PR or marketing, depends greatly on the outlook or destination being pursued. While marketing campaigns can range in duration from short-term to long-term, **PR campaigns tend to focus solely on long-term outcomes.**

For example, a given paid advertising campaign may run days or weeks at a time. Contrastingly, an SEO campaign may run for months or years before reaching its goal of rank.

Contrastingly, because PR is solely concerned with brand reputation, the upholding of such a reputation is likely to **last for the lifecycle of said brand or business**, sharing no commonalities with marketing short-term goals.

## Target Markets

Finally, PR and marketing differ greatly when it comes to target markets. While marketing professionals seek to target direct-to-consumer to encourage them to convert to purchase, PR specialists seek to target those who may have an interest in the product or business at large. These individuals range from investors to journalists.

With that said, PR specialists may, at times, target consumers directly. They aren't, however, the usual target as they are for marketers alike.

Ultimately, the distinguishing factor between PR and marketing is the desire for sales. While both concern themselves with awareness and reputation, PR is much more intimately responsible for such, while marketing is primarily tasked with direct sales.

## What is Earned Media?

Often said to be the most effective PR tactic available, earned media strategies boast the primary aim of boosting conversions via word-of-mouth marketing and other organic means.

Though the most effective, however, it's often presented to be among the most difficult; hence the title "earned". The reason for the level of difficulty is that results, unlike paid media, don't happen overnight. Instead, it takes **consistent and intelligent effort** to establish any recognizable results.

So, what is earned media, exactly? Examples include voluntary testimonials from customers, earned mentions from industry-leading newsletters, and satisfactory rankings in search engines like Google.

Similar to marketing, earned media uses PR to generate qualified leads, build brand awareness, and boost conversion rates that ultimately lead to paying consumers.

## **What is Paid Advertising?**

Unlike organic content shared through your own channels at no expense besides time, paid advertising involves paying for your promotional content to be shared in front of relevant and interested eyes (i.e. your target audience).

Whether via social media ads, influencer marketing partnerships, or PPC advertising, paid media strategies are standard practices, both in digital marketing efforts, public relations, or otherwise.

*If you are interested in learning more about the author's public relations service, please contact him via the following website. <https://www.foster-pr.com/>*

# Chapter 3

## How PR Compliments Your Marketing Mix

While public relations and marketing are often viewed as separate entities in theory, they actually happen to be somewhat synonymous with one another in practice, one complementing the other in a variety of aspects.

In this chapter, we'll be exploring how PR effectively compliments the marketing mix. We'll begin by defining what a marketing mix is, inclusive of its four Ps and what each means. Following, we'll discover the role of PR as it pertains to the execution of the marketing mix.

So, if you're ready to take your marketing efforts to the next level, and eager to learn how you can use PR to its advantage, continue reading because this chapter is for you!

### **What is a Marketing Mix?**

At its most basic, a marketing mix is a foundational business model that leads the direction of a marketing strategy via a combination of factors inclusive of the four Ps; *product, price, place, and promotion*.

The primary purpose of a marketing mix is to ensure that any given campaign is taking into consideration a myriad of key factors as opposed to focusing on a singular message or motive.

The result, if approached and implemented effectively, is greater reach to a wider audience via a more focused effort on the business components that truly matter when seeking to "move the needle".

Below is a quick summary of the four P's in a marketing mix before proceeding to how PR ties the marketing mix together. While each component of the marketing mix can be viewed as independent of one another, they often can't live on their own in practice for they are rather dependent on one another.

### **Product**



Obviously stated a product can be a tangible item or intangible service that a business or brand sells/offers. When seeking to market said product or service, it's important to first identify key differentiators to be able to compete in the market.

## **Price**

Evidently, the price at which you plan to sell a product or service is not merely as simple as choosing a desirable number and calling it a day. Instead, it's important to consider all recoverable and non-recoverable costs associated with the development of said product or service. Similarly, it's also important to identify at which price is most optimal for sale development.

## **Place**

Once the product and price have been determined and optimized to market, deciding which platforms or places you'll be selling is essential. Again, it's not merely as simple as choosing a destination and running with it. Instead, some consideration is required.

Take a consumer electronic, for example. While you can certainly purchase consumer electronics in-store at several destinations, you might want to consider setting up an e-commerce store instead to capture a wider audience, or selling it through affiliate marketing partners.

## **Promotion**

Finally, once all else has been determined and optimized, it's time to promote your product or service. How are you going to advertise it? Where are you going to advertise it? What promotional offerings are you going to provide your target audience? What's your advertising budget? All of these questions and more are what's involved with the fourth and final P of the marketing mix.

When combining these marketing elements in unison to create an effective marketing campaign or campaigns, customer influence, brand awareness, and higher conversion rates can be achieved. After all, that's the intention!

Now that we've gained a better understanding of the marketing mix, let's now explore how public relations efforts complement such marketing campaigns and why it's an all-but-necessary step toward success.

## **The Role of PR in the Marketing Mix**

Sharing similar goals and objectives as the marketing mix, notably building brand awareness through promotion and communication, public relations (PR) is an activity

that uses communication efforts to target audiences and shift public perceptions to a business's (or product's) benefit.

While it's often perceived to be used as a broader communication tool, PR tactics can significantly complement an organization's marketing efforts, particularly when it comes to the promotional side of things.

Whether you're launching a new consumer electronic product, making an announcement about a new technology partnership, or simply sharing company-wide information, public relations can help, whether through message development, content marketing, or brand awareness efforts.

With that said, just as there are four Ps of the marketing mix, so too are there three Ps of public relations. As mentioned earlier, Promotion is one that is most shared between one another, hence the perfect complement.

## Promotion

Less direct than advertising, PR is effective in its own right when it comes to conveying key promotional messages to target audiences. While its messaging may not be as flamboyant and "sales-y" as a marketing promotion, **PR works to educate and provide insight on a broader scale**, ultimately building **brand appreciation and public awareness**.

## People

In order to create an effective marketing strategy, you must have the right people at the helm to create such a strategy. Through PR communication tactics, companies alike can recruit the right candidates for the job while also retaining those already existing within the company.

## Process

While not all processes require the demands of PR efforts, those that do can benefit from it greatly. Whether a CRM process, promotional advertising process, or content marketing process, PR acts as a great complement to the mix where needed.

## Key Takeaways

Used to support a variety of marketing activities, PR complements the marketing mix by aiding in the promotion of products and services, **building brand awareness**, and **targeting the right audiences with the right messages**.

Whether through message and communication development, content integration, and/or

consumer relationship management, PR proves effective across departments, marketing included.

Via the strengthening of strategies and the execution of marketing activities, there's no denying the role that PR plays in the complementing of the marketing mix at large!

## Chapter 4

### How PR Can Improve SEO Ranking

With the rapid growth of today's digital ecosystem, especially in recent years, businesses and brands alike are flocking to build an online presence in hopes of garnering similar success.

Whether via social media, digital marketing, or search engines like Google or YouTube, and considering the value that businesses and brands place on these outlets, it's imperative to explore on a deeper level these online pursuits to learn how to reap the rewards for yourself.

One important component of today's digital ecosystem? *SEO*.

SEO is a key marketing strategy that should be implemented no matter what business or industry you're in. Some, in fact, would argue that it's a necessity. With the primary intent of making your business visible online, it's a viable argument to suggest that without SEO, your business is irrelevant, non-existent even.

With that said, in this chapter, we'll be exploring **the synergy between SEO and PR**. More specifically, we'll explore how PR efforts can ultimately improve your SEO ranking. But first, let's define SEO and gain a better understanding of its importance.

### What is SEO?

SEO, otherwise known as search engine optimization, is an organic marketing strategy that seeks to improve webpage rankings and other online visibility metrics via its own unique tactics.

Although SEO is used for several purposes in many unique capacities, its primary function is to increase brand awareness and visibility, boost web traffic, and capture new leads through targeted keywords and improved SEO scores, ultimately ranking atop search results on engines like Google.

*Notably, the reason we keep mentioning Google is that it comprises over 92% of overall online search volume; all but a monopoly.*

So, how does SEO work, you ask?

While algorithms are fluid and ever-changing, it can be difficult to conclusively suggest any ONE strategy or tactic to employ. Instead, there are several strategies that can be employed to optimize your online efforts to increase visibility, improve reach, and garner online authority.

While we won't go into much detail regarding specific SEO practices, some of the most common include sharing high-quality content, ensuring relevancy of said content, using keyword research and strategy, link-building, and implementing other more sophisticated SEO practices involving web speed, load time, or otherwise.

So, you might be thinking, how do public relations fit into the SEO equation?! Let's get into it, shall we?!

## **The Role of PR in SEO Ranking**

Sharing similar tactics as SEO, PR efforts often involve content-sharing to boost brand awareness and visibility, increase traffic, and **build industry authority**.

Whether through the publication of blogs, press releases or otherwise, PR content is an opportune place to employ SEO tactics, whether link-building or otherwise, to improve the overall SEO ranking of your business/website.

*Notably, as we've discussed already, link-building is an effective SEO strategy often used to improve SEO ranking!*

With that said, below are four ways in which PR can help improve SEO ranking:

### **PR Complements Link-Building Strategy**

While PR content gets a fair amount of exposure independently, inbound links have proven effective in furthering that exposure, especially in the context of media coverage and brand mentions.

At its most basic, **the more PR content that's being published, the greater the opportunity for link-building, thus the best chance at improving SEO ranking.**

### **PR Promotes Keyword Recognition**

No matter what type of PR is being published, it's essential that its contents are optimized, both for readability and grammar as well as SEO. How do we optimize

content for SEO? Apart from link-building, ensuring that it has been optimized for keywords is essential.

Not only will an SEO-based keyword strategy integrated within PR publishing help widen the audience and improve reach but it'll also help content become more visible in search, thus increasing the overall SEO ranking of said publishing.

## **PR Boosts Domain Authority**

Having a high domain authority is a primary predictor of search visibility. Lucky for you, PR efforts have been proven to **inevitably improve domain authority!**

By creating high-quality PR content that garners top-tier media coverage, domain authority can and will be improved, thus improving search engine ranking in the process!

## **PR Increases Awareness and Visibility**

Finally, as we've already discussed, public relations, similar to that of SEO, seeks to **improve brand awareness and increase visibility**. By relying upon highly credible PR content that's both authoritative and reputable, attention will be garnered, and search rankings will be improved.

## **A Synergistic Relationship for the Ages**

While PR and SEO aren't among the first two departments that would be thought of as synergistic, they just so happen to be the perfect match! The best part about it is that there's no additional effort needed on behalf of you, the business.

By simply prioritizing quality PR, **SEO will inevitably be complimented**. Similarly, by ensuring that SEO best practices are being executed across content, PR included, SEO rankings will only be improved.

Ultimately, by targeting brand mentions in your PR and ensuring optimal link-building in your SEO efforts, it's all but inevitable that brand visibility will be accomplished!

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# Chapter 5

## How to Write an Effective Press Release

Unlike traditional media outlets inclusive of newspapers, billboards, and TV commercials, modern digital media comprise a myriad of different communication outlets inclusive of email, social media, websites and blogs, and digital advertisements, among others.

While once upon a time consumers would have patience enough to sit and catch up on the latest news via a long-winded newspaper, this type of patience is dead and gone.

Now, with attention spans at an all-time low, businesses, marketing professionals, and public relations experts alike are tasked with garnering such attention on their own, whether via newsworthy buzz, entertainment, virality, or otherwise.

How do public relations professionals do it? By earning a mention in a popular publication. How is this achieved? **Through a well-written, hard-hitting, captivating, buzz-worthy press release!**

### **What is a Press Release?**

Similar to that of a content marketing professional primarily relying on blogs, social media posts, and website content, public relations professionals often rely upon press releases as their main source of communication.

Put simply, a press release, otherwise known as a news release, is a concise yet compelling news break often written by public relations professionals that hold the primary aim of garnering interest from a media publication or independent journalist.

By including the most pertinent information that a publication and journalist would be interested in, **a press release acts as an effective “pitch”, if you will, for marketing a newsworthy subject.**

In the best of cases, a press release will act as the entry point to getting your news in front of the widest and most relevant audience, ultimately gaining brand awareness and improving your business reputation.

**Some of the most common examples of newsworthy announcements that would require a press release include but are certainly not limited to:**

- A new **product/service launch**
- A new business launch
- The earning of an honorable achievement or award
- A charitable accomplishment
- A newsworthy partnership (i.e. with a celebrity)
- The hiring of an important role (i.e. director/executive/CEO)
- Business acquisition announcement

If the news you're hoping to publicize has the capacity of affecting a sizeable audience, whether it hits on emotion or informs the general public, a press release is likely to be successful in its aim of piquing the interest of reputable media outlets.

In short, the bigger the story, the greater the chance of getting covered by those you wish to be covered by. But first, you must write the press release!

## **Writing an Effective Press Release**

As noted, the primary intention of a press release is to break important news surrounding the business, brand, or organization. To do so, however, you must ensure that the release being written is written properly and effectively so as to garner the attention of those who matter.

The first step? Withstanding the evident importance of having a newsworthy angle that holds enough merit to deserve a press release, it all begins with writing a captivating headline, of course!

With that said, in what follows, we'll be sharing **a general step-by-step guide** on how you can write an effective press release so that the next time you're hoping to break big news, you can do so without any doubts.

### **1. Write a Captivating Headline**

The first thing that a media outlet, publication, or journalist is going to see isn't the press release itself but the initial headline.

Because the headline is simply a summarized one-liner, it's imperative to ensure it's both concise and captivating, as its primary intention is to capture enough attention to encourage further reading of the news release.

Don't skimp on the headline, for its arguably just as, if not more important than the contents within the press release itself!

## **2. Include the Most Pertinent Information Upfront**

By beginning with the most important information first, you give the press release the best chance at succeeding in its primary goal. Similar to the headline, you need to give the reader something to read that's both engaging and captivating.

With that said, disregarding the standard company name, location, and date, begin your press release by describing the who, what, when, where, and why of the story and make sure it's attention-grabbing in the way with which it's written.

Then and only then should you move on to add the context.

## **3. Support Information with Background Context**

Once you've shared the most pertinent information upfront, it's now time to back up your claims and clarify your positions with background context. This can be achieved through testimonials, key statistics, quotes, or further detail/research surrounding the subject.

While this is considered additional information, and though it's intended to strengthen your stance, it's still to remain short and concise. Too long and those that matter will not continue to read it.

## **4. Give a General Summary**

To make the press release more "skimmable", be sure to include a general summary of the key points made. This may be a general recount of the who, what, when, where, and why of the story, or it might be a mere call to action that will lead readers to the next steps.

Do not, however, include further information that the reader has yet to read. Again, it's simply a summary. If you deem a summary unnecessary, that's totally acceptable. Simply proceed and conclude with a call to action and boilerplate.

## **5. End with a Boilerplate**



If you've never heard of the term "boilerplate", it's simply a word used in PR to refer to an "about us" section. It's the boilerplate that includes who your company is, what it does, and how to contact it.

The boilerplate is a simple but key component of a press release. While you can include the most important information possible in the body of the release, it'll go nowhere if the reader has no way of contacting you to further the story.

Once everything is complete, be sure to finalize the press release by double-checking its contents for grammatical mistakes and/or spelling errors.

All that's left to do now is send it off to those of relevance (the media, business associates, news wires, etc.) and allow it to run its course. If you're lucky, it'll be a hit and your news will be released to the public.

*\*Below is example of what a standard press release looks like:*

**FOR IMMEDIATE RELEASE**

Contact: Dirk Foster

Phone Number

Email Address

<https://www.foster-pr.com>

**PIVO'S MOTION TRACKING TECHNOLOGY THE FUTURE  
FOR SMARTPHONE CONTENT CREATORS**

*Advanced AI-Technology Gives Creators the Power to Capture  
Stunning Hands-Free Video Footage Using Only An iOS or Android Smartphone*

**Los Angeles, CA (September 8, 2022)** – Pivo, Inc., a leading developer of AI technology solutions for content creators, has unveiled a full line of motion tracking mounts and peripherals that will change the way videos are made with a smartphone. Incorporating advanced AI technology solutions, Pivo's family of Pivo Pods offer an affordable and easy way to create stunning videos.

The Pivo Pod is a smartphone mount that allows influencers, YouTubers, vloggers, photographers, educators, athletes, real estate agents, equestrians, and casual creatives to capture high-quality video and images with minimal effort. The Pivo Pod converts a smartphone into a hands-free tool that can capture the creator's every move.

<https://www.foster-pr.com/>

“Imagine having the power to create stunning, motion tracking videos using only a smartphone,” states Pivo CEO, Ken Kim. “Content creators no longer need to hold their smartphones or rely on another person to film them. The Pivo Pod can capture their every move quickly and easily without causing the camera to rattle, shake or miss the best shot.”

One of the difficult challenges facing content creators is the ability to film themselves in motion without holding the smartphone or relying on another person. Pivo Pods give the user the power to capture stunning video footage and high-quality images using an Android or iOS device without relying on anyone else.

To further enhance the user’s experience, Pivo has also launched a complete line of peripherals including tripods, cases, a lightbox, and remote controls.

**Notable Product Features:**

- Motion Tracking Mount for iOS or Android
- 360 Degree AI Motion Tracking
- Face and Body Tracking
- Hands-Free Operation and Video Calls
- Auto Zoom Feature
- Variety of Color Options (Pivo Influencer)
- Horse Tracking Feature (Pivo Active)
- 3D Virtual Tour Feature (Pivo Black)
- Multiple Tracking Speed Options
- Pose, Connect, and Create Modes
- 7 Apps Available Including Video Calls, and Live Streaming
- Full Range of Peripherals
- Portable and Compact Design
- Affordable and Easy to Operate

With its innovative approach to content creation Pivo is poised to become the leading provider of motion-tracking smartphone mounts in the United States and the world.

**About Pivo**

Pivo, Inc. is a developer of AI-technology solutions for content creators. The recipient of the 2019 iF Design Award, Pivo specializes in helping creative people capture stunning footage using their smartphones. Pivo distributes its Pivo Pods to more than 138 countries. For media inquiries email [dirkfoster@sparksflypr.com](mailto:dirkfoster@sparksflypr.com). For sales and distribution inquiries, email [business@getpivo.com](mailto:business@getpivo.com) or visit <https://www.pivo.ai/>.

###

# Chapter 6

## What to Include in a Press Kit

With the intention of garnering positive publicity, public relations professionals use various tools and tactics to compete, build relationships with valued stakeholders, and increase business exposure.

To compete with the best of them, however, PR professionals must curate a streamlined process that allows third parties, whether websites, affiliates, or media outlets to publicize stories about their brand or business, consumer electronics, tech, or otherwise.

One such resource that will help with that aim is to develop and offer what's known as a press kit. In this chapter, we define what a press kit is, where it resides, what it includes, and how to make an effective press kit of your own.

### What is a Press Kit?

Otherwise often referred to as a media kit, a press kit is a resource of relevant information of interest to publications, journalists, and reporters alike. What was traditionally a set of resources sent directly to media outlets is now a one-stop shop for media outlets to visit, particularly on an exclusive webpage via your website.

Whether on a **PDF or posted online** electronically, a press kit should be easy to find, easy to update, and easy to share.

The primary purpose, and arguably the sole purpose of a press kit, is to make it that much easier of a process to garner publicity from those able to do so. In other words, it acts as a road map toward promotion. **It also adds professionalism, reputability, and authority to your website and business** at large.

So, what do you include in a press kit, you ask?!

### What to Include in Your Press Kit

While it's ultimately up to you what's included in your press kit, there are some standard elements that should be included, especially if your primary goal is to garner valued media coverage and publicity.

No matter what you include, the primary goal of a press kit is to clearly and concisely present who your business is and what makes it special among the rest, while also offering a streamlined approach to publication.

With that said, below are the basic elements to include in your press release. Not that your press kit is limited to only the following elements but rather should include them at the very least:

- Business contact information
- A boilerplate/about us section
- Product fact sheet
- Social media links
- Media assets: High-quality images, videos, & audio files

When first curating a press kit, it's important to first stick to the basics. Similar to that of a press release, it's important to only provide what's relevant and important to those viewing it (i.e. reporters, publishers, etc.).

Once you've established the basics of a press kit, you may now consider adding additional elements to provide further value. Such elements include but certainly aren't limited to:

- Recent press releases
- Notable media coverage
- Awards and accomplishments
- Testimonials and reviews
- Frequently asked questions (FAQs)
- Team member information
- Partnerships and case studies

While what you include in a press kit depends greatly on the industry you're in and the type of business you work for, there are elements that must be included in order for it to be a valued resource, both for you and those who peruse it.

## **In Summary**

No matter what you include in your press kit or how you decide to make it accessible, it's imperative that you prioritize its functionality and design. In other words, while it matters greatly what's included in the press kit, it's just as important to ensure that its design is professional and inviting and its functionality is streamlined and easy to use.

Lucky for you, **digital press kits** have become commonplace in recent years, notably implemented by some of the most reputable brands and businesses of today's modern ecosystem.

Some of the best include Hinge, Spotify, and even Delta Airlines. While they may not be in the consumer technology industry, their examples are relevant and helpful to study all the same.

By studying your competition and exploring some of the best press kits online today, you can be confident in knowing where to begin, ultimately taking your public relations efforts to the next level, and garnering more attention than ever before!

*If you are interested in learning more about the author's public relations service, please contact him via the following website. <https://www.foster-pr.com/>*

# Chapter 7

## How to Build a Targeted Media List

While in an ideal world, the press comes to you, in practice, it tends to require exerted effort on your behalf as a public relations specialist. Sure, you might get lucky from time to time if your news announcement becomes viral, however, for the majority of publicity, you're going to have to seek it out.

In other words, instead of journalists, reporters, and publications arriving at your doorstep, you're going to have to arrive at theirs (*literally and figuratively speaking*).

Like anything, having a streamlined process to help with execution is essential to your success, especially when it comes to garnering substantial attention via press and publicity.

As you can likely guess from the title of this chapter, it all begins with building a targeted media list!

With that said, in this chapter, we'll uncover what's required of building a targeted media list. Further, we'll explore its importance and how you can begin to build one of your own. But first, how about a simple definition?

### **What is a Targeted Media List?**

A targeted media list in the context of public relations as it pertains to the consumer electronics industry or otherwise, is a list of valued and relevant journalists, reporters, publications, influencers, bloggers, and any other notable media personnel you might deem important.

The targeted portion of the definition, as you can likely presume, implies both the location and industry of the contact. While it's certainly appropriate to have broader contacts on your list, international or otherwise, it's important to ensure that they are, at the very least, relevant to your business.

The primary intention of building a targeted media list is to have at your fingertips a relevant list of people who might be interested in covering your company's news story.

Finally, as far as adding a contact to your targeted media list, it's ultimately up to you how you'd like to organize it. With that said, you might want to consider inputting the following:

- Contact Name (ex. John Doe)
- Media Outlet of Belonging (ex. The NY Times)
- Role (ex. Blogger, Journalist, Reporter)
- Location (ex. Newark, New Jersey)
- Their Contact Info (i.e. Phone #, Email, etc.)
- Their Topics of Interest (ex. Consumer Electronics, Mobile Tech, etc.)
- Professional Social Media Links (i.e. Twitter, LinkedIn, etc.)

While we'll go into more detail regarding how to build a targeted media list, these are the basics of inputting each contact's information.

## **Building a Targeted Media List**

Once you've identified your target market and where you hope to have your news content publicized, it's now time to build your targeted media list by identifying key media contacts in your niche.

How do you do it?

Below is a summarized step-by-step guide on how to build a targeted media list as a PR professional, whether for a consumer electronics business or otherwise:

### **Define your Target Audience**

To identify which media contacts are most relevant and which media outlets are most appropriate, you must first **define your target audience** and understand where they reside when consuming content.

By gaining this type of information, you'll be better equipped with targeting the right media personnel, whether journalists, reporters, social media influencers, or otherwise.

### **Determine Which Information You'll Include for Each Contact**

Once you've defined your audience and determined the relevancy of media personnel to target, it's now time to begin curating the physical (digital) list. It's not as simple, however, as tossing a few names on a notepad and being done with it.

Instead, it's important to create a streamlined and readable list comprising specific information that will help you find a specific contact with ease. What information might you choose to include? As mentioned earlier, name, media outlet, role, the topic of interest, location, social links, and contact info is a good place to start.

## **Decide Where You'll Store the Media List**

Okay, so you've begun to curate the list, but on what software in what location? Have you used a comprehensive excel spreadsheet or a basic word document? Have you saved it in a standard file or are you using sophisticated PR CRM software?

These are the types of questions that need to be asked when deciding where to store the media list for the greatest convenience and security. Whatever you decide to do, make sure the list is easily exportable, quickly accessed, and visually attractive for media pitches.

## **Research Relevant Contacts and Add Them to the List!**

Now all that's left to do is research relevant media contacts and begin adding them to the list! Whether manual, through platforms that aid in garnering a wider search result, or through a PR agency that boasts a comprehensive database of contacts, it's ultimately your choice.

## **Update Your Media List Frequently**

Okay, so you've done the necessary research, you've defined your target audience, and you've added the most relevant contacts to your targeted media list. Job finished, right?!

Wrong...

A targeted media list, if done correctly, requires frequent updates, if only just adding a new contact that's been discovered.

Nevertheless, if you do all the things discussed throughout this chapter, you'll be well on your way to building an effective and efficient targeted media list of your own; building it is easy... the hard part begins when the interaction with the contact begins!

*If you are interested in learning more about the author's public relations service, please contact him via the following website. <https://www.foster-pr.com/>*



# Chapter 8

## How to Pitch to the Media

A crucial step to any public relations campaign, pitching to the media is the gateway, if all goes well, of course, to get your news publicized.

As we've discussed throughout this book thus far, public relations comprises several elements not limited to communications efforts; *from paid advertising and earned media tactics to SEO strategies, press releases, and the curation of targeted media lists.*

In short, getting media coverage is the end goal of any PR campaign as it helps **build awareness, promote messages, and increase industry authority**. In order to earn said media coverage, however, it's not enough to have a good story.

Instead, you must also have an effective media pitch!

With that said, if you're hoping to garner media coverage for your consumer electronics product or consumer technology software, or any other business or product, this chapter is for you. In what follows, we'll be defining what a media pitch is and how to curate one, ultimately teaching you how to pitch like the pros!

### What is a Media Pitch?

Typically written in the form of an email or personal message, a media pitch is a communication attempt that boasts the primary aim of garnering the attention of a given targeted media outlet or outlets in hopes of them covering your story.

Whether to a media journalist, magazine editor, blogger, or otherwise, a media pitch is an informative message of intrigue sent to those who might be of interest. While it's important to pitch your news piece in a convincing manner, it's just as important to first ensure that the media contact you're pitching to is a suitable fit in the first place.

No matter the contents of the pitch, it must always end with a call to action of sorts, encouraging or inquiring about their willingness and ability to engage in such media coverage.

### How to Write an Effective Media Pitch

Assuming you've already curated a targeted media list and have selected which ones are most relevant to the pitch, it's now time to make use of it and begin pitching your story or news headline.

But where do you begin?! Below are key steps to writing an effective media pitch, no matter the subject.

## **Writing a Captivating Subject Line**

Similar to writing a press release, the first and arguably most important portion of writing an effective media pitch is the headline of the message or the subject of the email, for this is what will garner the initial attention of the reader to, well, read the pitch in the first place.

While it's important for the subject line to encapsulate what the message is about, it's just as important to ensure that it's clear and concise. If it captures their attention and they've opened the message, you've done it right.

## **Draw the Reader In During the Intro**

While you need to draw the reader in during the intro of the pitch, you shouldn't do so with fake-friendliness and corny compliments; media people will see right through this noise. Instead, hit them with the facts, and be clear and concise with your delivery.

In the body of the pitch is where you can elaborate. The intro is merely an opportunity to encourage further reading whilst giving the reader a high-level understanding of what's being pitched and why they should care.

## **Inform Throughout the Body of the Message**

If you've managed to hold the journalist's attention for this long, you've done it right. At this point, they're likely to read the entirety of the pitch through to the end - congratulations!

Throughout the body of the pitch is where you can go into detail about the news story and why they should cover it. Offer authority and expertise and explain why covering such a story can benefit their audience.

## **Don't Forget the Call to Action!**

So, you've written a captivating subject line, you've led them in with an introduction, and you've managed to get them through the body of the pitch... Now all that's left to do is encourage them with a call to action!

Unfortunately, this is where most PR agents fail. Don't allow all that effort to flop just because you forgot to add a call to action. No matter how good your pitch was, it's simply a psychological fact that most people tend not to take action unless directed to do so.

## **Final Thoughts**

While many are intimidated by the pitching phase of a public relations campaign, it tends not to be as complicated or intimidating as you'd presume as long as you've approached the campaign with an effective strategy as depicted throughout this book.

If you correctly identify your targeted media outlets and gain an understanding of the needs, interests, and desires of your target audience, there should be no reason why your story, if it's a good one, doesn't get covered by your some members of media list.

Be strategic, be personable, and most of all, be human.

# Chapter 9

## How to Submit Product Samples to Journalists

Following a media pitch, you'll likely garner some attention from those interested and eager to take the next step, whether it be a journalist, reporter, or otherwise. As a product-based business such as a consumer electronics developer, you'll likely be requested to submit a product sample for further context.

Upon request of a product sample, and after the excitement has passed that you've succeeded in your pitch and garnered said interest, you'll likely find yourself wondering how to go about actually submitting the product sample.

Luckily, by reading this chapter, you'll not only learn what a product sample is but how to submit one to a corresponding media person so that you don't find yourself in a position of uncertainty should the time come.

Ultimately, submitting a product sample is a great way to further your publicity. However, if not done correctly, you might find yourself in a worse position than where you started.

Don't allow this to happen... Continue reading!

### **What is a Product Sample?**

Just as the name suggests, a product sample is a tangible product that you send to a given media person for them to experience and test in person. Depending on the request, however, a product sample may not be tangible but rather a digital file sent to a media person via email or otherwise.

In any case, a product sample boasts the primary intention of providing context to the storyline, allowing the journalist to gain a better understanding of the product they're about to write about and report on!

Depending on the media outlet, it also allows them to capture photographs and videos at their discretion to embed in their post. With that said, this may also occur in correspondence with you, the business, as it's likely that you have higher-quality images that you can submit.

The question, then, becomes... *“How do I submit a product sample to a journalist that has requested it?!”*

## **How to Submit a Product Sample**

Ultimately, submitting a product sample is as simple as identifying the corresponding address that it's to be sent to and sending it. Upon gaining a deeper understanding of the importance of a product sample, however, several additional considerations are required before proceeding with submission.

With that said, below is a deeper insight into said considerations when submitting a product sample to a media person:

### **What Should it Contain?**

Before proceeding to submission, it's important to first ensure that the product is in good working order, that the packaging is safe, secure, and attractive, and that all contents within the packaging are relevant to the media personnel who will be opening it.

Such contents include the product itself, a product description, a pricing chart, an About Us page, and any other relevant papers that may benefit the press release in question.

### **How Does it Look?**

As mentioned above, how it looks is arguably just as important as the product sample itself. Why? Because it depicts the quality of your brand/business and the attention to detail that you prioritize.

By creating a great first impression via a product sample, you set yourself up for short-term success regarding publicity and long-term success for relationships likely to occur thereafter with the existing media person and those that you may network with in the future.

### **Where Does it Get Sent To?**

While it might seem like an obvious question, product samples aren't always to be sent to the direct point of contact (i.e. the journalist). Oftentimes, it's sent to the headquarters of the company that the journalist works for.

In any case, it's up to you to inquire about where to send it before proceeding to submission. Often, the media person that you're in contact with will let you know in advance the specific mailing address.

## When Does it Get Sent?

Similar to inquiring about where to send the product sample, so too should you inquire when they'd like it sent. While in an ideal world it'd be sent immediately upon request, exceptional circumstances may be involved.

## Final Thoughts

When submitting a product sample to a journalist for publication purposes, it's important that you understand its relevance of importance.

In other words, while on the outside it's merely a product being shipped for context, it's actually an opportunity to further legitimize your product, tell your story, and provide additional information that could improve the quality of the publication itself.

In short, **go the extra mile**, whether it be packaging, personalization, timely delivery, or otherwise. It'll pay off in the long run!

# Chapter 10

## How to Use PR at Trade Shows & Special Events

Trade shows and special events are excellent opportunities not only to promote and sell but to **build awareness and positive reputations, connect with key industry leaders, and share your business or brand's story.**

Whether you're planning on investing in an exhibit at a trade show or you hope to host a special industry event, PR plays a crucial role in its execution, whether your intention is to gain exposure or network with relevant consumers, competitors, and industry representatives.

To conclude this comprehensive book on the fundamentals of public relations, we'll be sharing how YOU as a consumer brand or business can succeed and thrive in a trade show or special event environment.

### Tips for Using PR at Trade Shows & Events

Whether digital or in-person, trade shows and special events require a tremendous amount of effort and due diligence; *the preparation alone can be seen as a full-time job at times.*

What you'll learn, however, is that PR doesn't only occur before these shows and events. Instead, they're a requirement **before, during, AND after** such events.

In any case, public relations, when executed effectively, has proven extremely beneficial for building brand reputation, sharing positive stories, networking, and reaching desirable targeted audiences.

The following are several invaluable tips for using public relations tactics at trade shows and special events. This advice goes for those working in the electronics, technology, and consumer products industries or otherwise.

#### Set Clear Goals

Walking into a trade show or special event blindly is a recipe for disaster, or at the very least, failure. By setting clear goals, however, and defining what PR success looks like

to you, you'll have a much better strategic approach, ultimately becoming more prepared than you otherwise would have been.

Whether through social media engagement, the buzz generated, or contacts gathered, identify your goal(s) and proceed accordingly.

## **Create a PR Strategy**

Once you've identified the attendants of the trade show or event, both from a consumer standpoint AND from a media personnel standpoint, it's important to curate a PR strategy comprising scheduled meetings, client outreach, media pitching, branding, sponsorships, and otherwise.

Whatever your strategy, be sure to have one. Not only will this strategy prepare you for upcoming conversations, but it will help you curate the intended messaging for your booth should you have one.

## **Begin the Conversation Far in Advance**

Whether organically on social media, communication outreach via email/text/call, paid advertisements, or website promotion, **beginning the conversation surrounding your news announcement or brand message far in advance of the event will set your PR strategy up for success.**

Similarly, once the conversation gets started, be sure to engage with the media outlets, influencers, and consumers alike. Not only will this help you create more buzz around the event, but it will help you reach a wider audience than you would have otherwise.

## **Gather Contacts and Follow Up!**

Finally, once the event is underway, it's important to remain active. In other words, while you might be tempted to finally sit back and allow your booth and past preparation to do the talking, it's imperative that you use that preparation to springboard in-person conversations.

Network, gather valuable contact information whether it be from bloggers, journalists, media buyers, influencers, or reporters, schedule a follow-up, and **be sure to follow up with each and every one of them!**

While not all will translate to being a convertible lead, even if a small percentage does, the trade show or event will have been a success.

## **A Final Word**



Trade shows and events, whether in person or virtual, are both extremely opportune moments to capture new leads, generate greater awareness, reach wider audiences, and network with valued media personnel.

That is if you approach it with the right PR strategy.

By preparing ahead of time to thrive before, during, and after the trade show or special event has occurred, and aligning your approach with sales, marketing, and branding tactics in mind, your PR will play a fundamental role in your success.

In short, PR efforts are an effective means of maximizing your efforts at trade shows and special events; don't allow the moment to go to waist!

# Chapter 11

## Tying it All Together

### *Through Product Reviews and Media Stories*

Throughout the previous ten chapters of this comprehensive book, we've explored the **fundamentals of public relations** and the associative strategies available to employ for optimal results.

We've discussed the **five elements of PR** and the importance of communication; we've outlined **how to earn media spots** and **the role that PR plays** throughout integral marketing and promotional efforts; We've discussed **search engine optimization**; we've outlined the steps necessary **to curate a results-driven press release**, press kit, and targeted media list.

Finally, we've discussed how to **successfully pitch your business** to media personnel and **succeed at trade shows** & special events.

Now that you've gained a deeper understanding of the fundamentals of public relations and what it takes to get lasting results, it's now time to tie it all together and discuss how to use these promotional tactics to further garner positive reviews and media stories regarding your product and/or service and how you can use said reviews to further the promotion.

After all, that's what PR is about, right?!

## **How to Promote Your Business Through Product Reviews...**

Consider that you've done the heavy lifting regarding your PR efforts, and you've garnered positive reviews about your product. Even more, maybe you've earned a media story on a reputable and relevant publication.

The job is done, right? Wrong...

While it's a great accomplishment to have garnered positive reviews and/or published media stories, your promotional efforts shouldn't stop there. Unfortunately, that's where most define their success, failing to go the extra mile.

So, how do we utilize these product reviews and media stories to further market our offering?!

## **Post Them as Testimonials on Your Website**

Because your website is likely your primary storefront, it's also where 80% of consumers will revert to further learn about your business offerings; If you were a consumer, wouldn't you perform some preliminary research in the same way?

The next question, then, becomes where on your website should the reviews and stories be posted? Your home page is often, but not always, the correct location.

The homepage of your website is a great place to post product testimonials and media stories, for it's the first and most likely destination that consumers will see; *a great first impression if you ask me!*

## **Create a Tangible Brochure**

While this may not be as effective as the other strategies listed in this chapter, it remains a viable option for those who prefer to use traditional marketing tactics. If you're a local company, this may prove more effective than you think!

Once the brochure has been created, simply place them in relevant places nearby relevant products and/or where your target audience spends their time and allow the brochure to do the rest.

When creating a brochure, be sure to employ a reliable and top-quality designer. Remember, appearance is just as important as the content that lives on it. In fact, it's equally important, for if it doesn't immediately capture the attention of the reader, the content (i.e. review and/or media story) will never be seen.

## **Integrate Them Into Your Content Marketing Strategy**

While social media marketing might not technically fall under a PR person's job description, if business promotion is your primary goal, it's up to you to do all that's necessary to do so.

Evidently, social media wears the gold crown when it comes to modern marketing, promotion, communication, and advertising campaigns, for its where the majority of consumer-eyes reside.

As such, if you've earned a media story or received a positive product review, wouldn't you want to **share it across your social media platforms**?! Not only is this a great way to capture the attention of relevant potential leads but it's also a great way to further grow your social following, thus furthering your business growth at large.

## Don't Forget About Your Email List

If you have a sizeable email list, you'd be remiss not to take advantage of it when receiving a set of positive reviews or media stories about your product and/or service.

Contrary to popular belief, email is NOT dead. In fact, it continues to offer up to a 4400% ROI; Yes, that's right... That's earnings of \$44 for every \$1 dollar spent on your email campaign!

The best part about sharing positive testimonials to your email list, however, is that it doesn't cost a dime. Instead, it simply acts as an informative piece of content for those interested while also providing you with the opportunity to "beef up" your promotional efforts.

## In Closing...

Customer reviews and media stories have proven to be an invaluable asset for businesses and brands alike, acting as social proof for your product or service, and offering endless opportunities with respect to word-of-mouth marketing.

It's up to you, however, to make use of those reviews and stories as effectively as possible. Whether via your website, social media pages, or email, it's important to let these reviews live in multiple destinations to increase the likelihood of visibility and brand awareness.

If done correctly, you can use and recycle these positive reviews and media stories throughout your content and PR strategies alike. You can also, and probably should, share them at trade shows and special events.

Hopefully, upon digesting the information and insight offered throughout this book about the fundamentals of public relations, you'll have gained a better idea of how to approach your PR strategies.

While this ebook was evidently focused on the basics, the information contained throughout remains invaluable for those looking to both learn and/or improve upon their PR efforts.

Good luck!

If you have any questions, or need further help regarding your PR plans, please don't hesitate to contact me through our website listed below.

*If you are interested in learning more about the author's public relations service, please contact him via the following website. <https://www.foster-pr.com/>*

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*One of the most difficult challenges when running a publicity campaign is finding the right journalists to write about your business. **Prowly** is an easy tool to help you find relevant media contacts, create and send press releases, track mentions, build reports, and more. It's a great tool that we've used for years. Best of all it's affordable. Check it out here for more information:*

[Prowly for PR](#)