

BUILD YOUR OWN PR DISTRIBUTION MACHINE *WITHOUT* BREAKING THE BANK

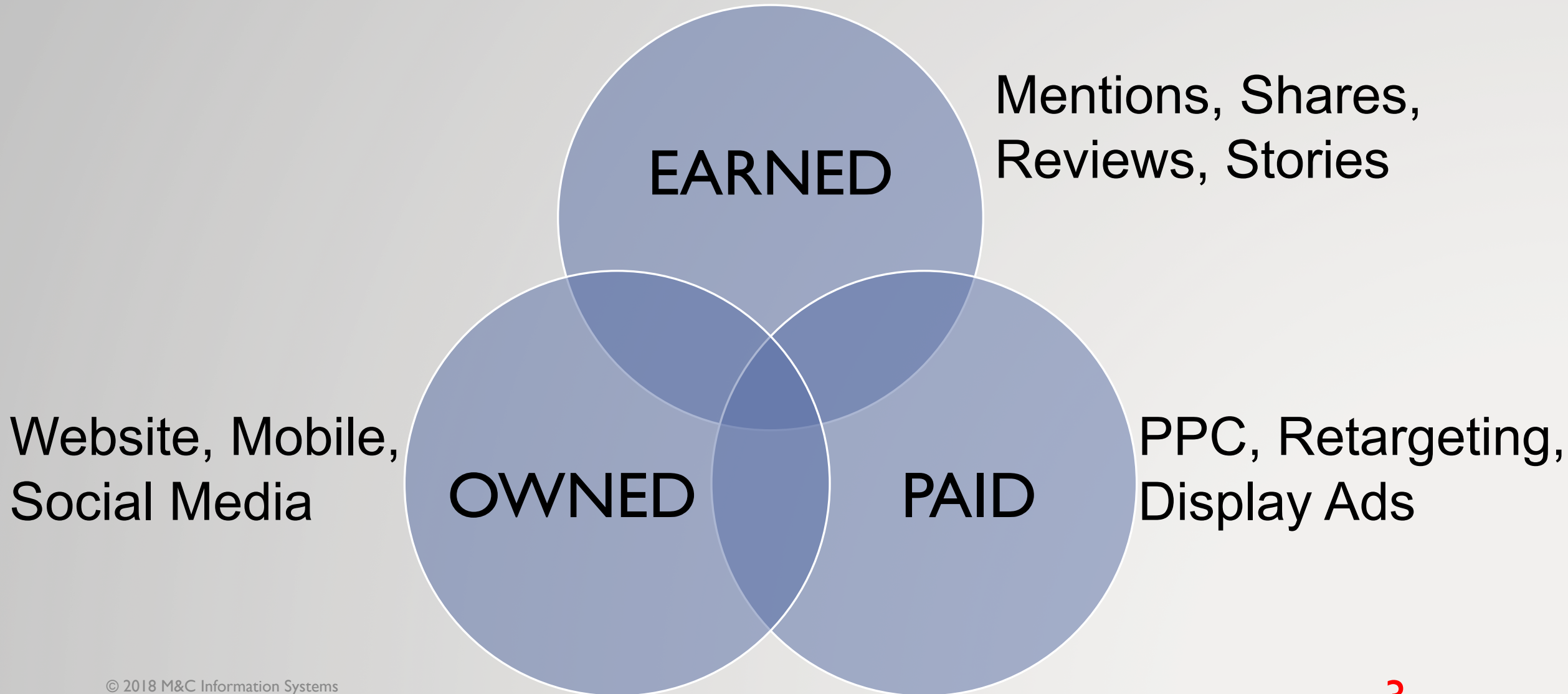


TODAY

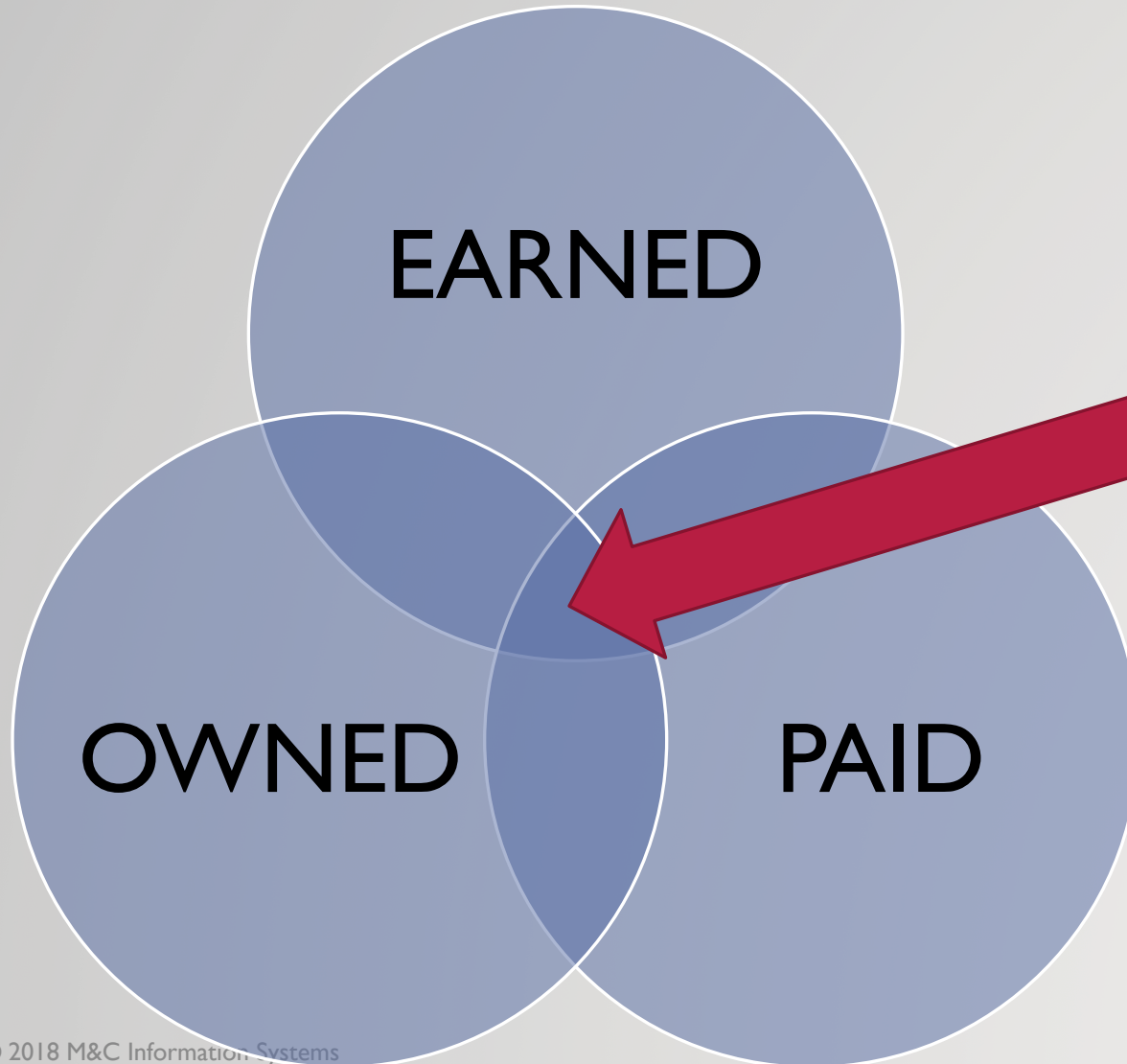
Goal: Get in Front of our Audience
Types of “press releases”
Targeting distribution
Measuring effectiveness
Getting actual “press”
Sum it up

Before we begin. . .

CURRENT MEDIA



WHERE ARE WE?



Leveraging all
3 areas to increase
awareness in your
target market

Rule of 30




WHY DO THIS AT ALL?

https://fitsmallbusiness.com/best-press-release-service/

journalists.

Visit eReleases

eReleases vs. PR Web vs. PR Newswire Summary Table

	 eReleases	 PR Web	 PR Newswire <small>a CISION company</small>
Best For	Best overall press release distribution service	Best for online exposure	Will broadcast an image from your press release in Times Square
Pricing as Reviewed	\$269 (including 30% discount)	\$249	\$299
AP Wire Distribution	✓		
Google and Yahoo! News	✓	✓	✓
Distribution Size and Type	Over 5,900 websites with 100 re-publishings guaranteed	Over 30,000 bloggers and journalists	Over 1,400 websites
Photo or Video Included	<ul style="list-style-type: none">• Free link to photo• \$150 to embed photo• \$200 to embed video	<ul style="list-style-type: none">• Free to attach photo• Video included in premium package	<ul style="list-style-type: none">• Photo and video included in premium package
Writing Services	\$300	\$325	N/A
	www.eReleases.com	www.PRWeb.com	www.PRNewswire.com

“I did a few press releases and nothing happened.”

\$200+ per release can add up fast.

3 TYPES OF RELEASES

Announcement



DEC 05, 2018, 11:33 ET

Pasadena Tournament of Roses® Announces Opening Spectacular Presented By Honda And Grand Finale Presented By Wells Fargo, Float Participants And 2019 Parade Lineup

PASADENA, Calif., Dec. 5, 2018 /PRNewswire/ -- The Pasadena Tournament of Roses® is thrilled to announce the Opening Spectacular presented by Honda, the Grand Finale presented by Wells Fargo, float participants, and parade lineup for the 130th Rose Parade presented by Honda on Tuesday, January 1,...

Story Pitch



DEC 05, 2018, 08:30 ET

OpenTable Diners Have Spoken: The 100 Best Restaurants in America 2018

SAN FRANCISCO, Dec. 5, 2018 /PRNewswire/ -- Today, OpenTable, the world's leading...



DEC 05, 2018, 09:30 ET

LendingTree's State Migration Study Finds Americans Are Moving South

CHARLOTTE, N.C., Dec. 5, 2018 /PRNewswire/ -- LendingTree®, the nation's leading online...

Opinion



DEC 05, 2018, 09:00 ET

United Spinal Reflects on the Leadership of President George H.W.

NEW YORK, Dec. 5, 2018 /PRNewswire/ -- United Spinal Association mourns the passing of...

TRADITIONAL

Announcement



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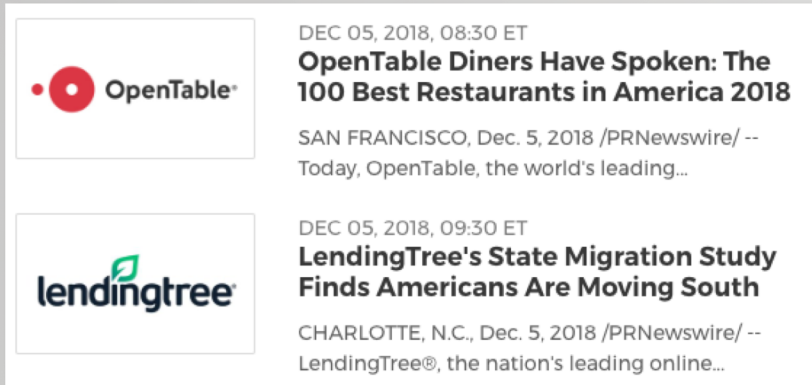
Best when looking for reprints/reposts

Great for getting logos on your owned media

Very company focused

PART OF A TREND

Story Pitch



Spotting a trend and reporting on it

Naming yourself as part of a trend

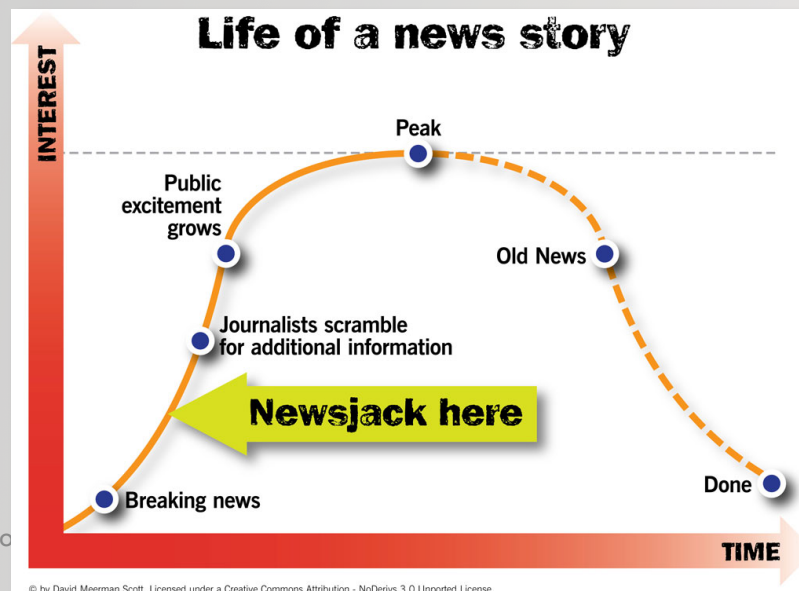
Focused on being a resource for reporters

WHAT YOU THINK

Opinion

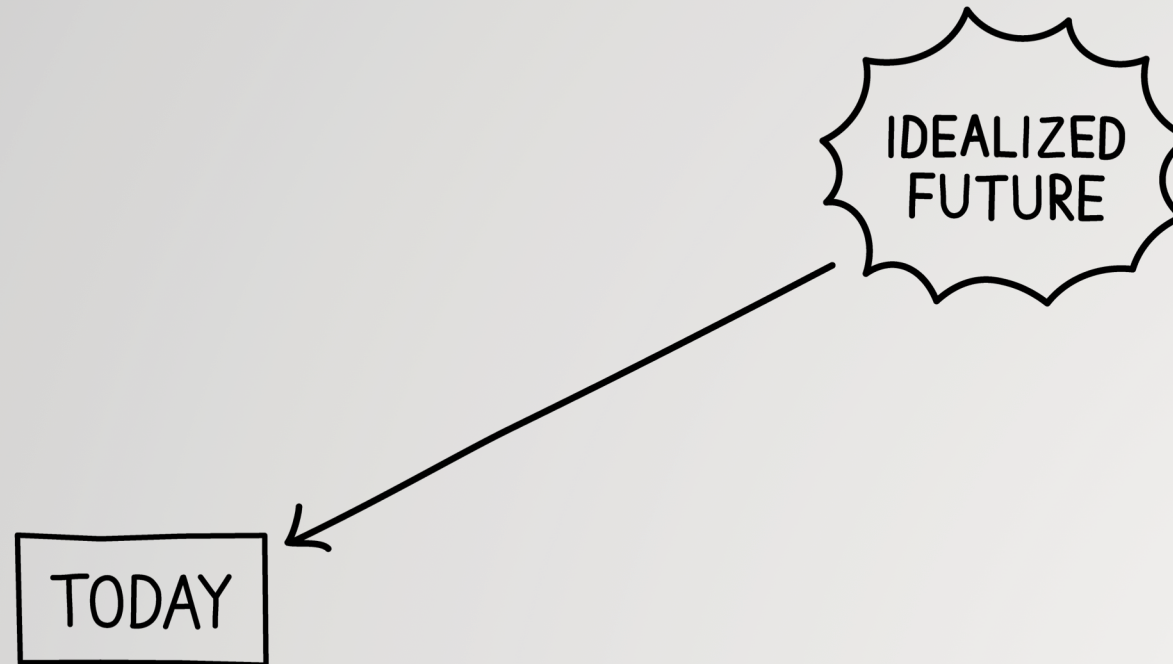
What's your take?

Newsjacking is how David Meerman Scott describes it.



GOOD GOALS

Start with January 2020



Work back to January 2019

GOOD TRACKING

What measures work best?

Evidence: Hard, Anecdotal, 3rd Party

Impressions

Target Audience Impressions

Company Name searches

In Google Adwords

Mentions, Articles, Interviews, Podcasts etc.

GOOD BUDGETING

3 scenarios – Good, Bad, Ugly

Solo Consultant. Budgeted \$2,100 for the project.

Best Case: New client at her average rate, \$7,500.

Can live with: 4 articles accepted, 6 mentions, all leveraged for impressions and an inquiry

Need to go another way: no articles, no mentions

THE JUICE: YOUR DISTRIBUTION

Where are your people?

LinkedIn?

Facebook?


Newsletter lists?

Website visitors?

Build distribution lists

- Customers
- Target customers
- Press

YOUR PEOPLE



Why Mailchimp? [What You Can Do](#) ▾ Pricing Resources ▾

Mailchimp helps you find your people and keep them engaged so you can keep growing your business.

LinkedIn Marketing Solutions Advertising LinkedIn

Reach people you already know with Matched Audiences

Custom targeting options to reach your website visitors, contacts, and target accounts.

facebook business

Target Facebook Ads to people on your contact

It's easier to sell to current customers than to look for new ones, so strengthen your existing connections by using Custom Audiences. We'll compare your data with ours to help you find the people you know on Facebook.

If you have a customer list or data from your site, like purchaser email addresses, you're ready to get started.

Once you create your Custom Audience, your information will be encrypted to protect customer relationships and you'll be set to reach more people on Facebook.

Create Audience

Creating your Custom Audience Using your Custom Audience Expanding your Custom Audience

THE PEOPLE YOU WANT TO KNOW YOU

Define that market
Harvest internal lists
Look for 3rd party lists
Don't discard so fast

The screenshot shows the GoLeads Marketing Solutions website. At the top, there is a navigation bar with links for Home, About, Email, Sales Leads, Products, Site Map, and Contact. Below this is a secondary navigation bar with icons for List Services, Email Marketing, Website Marketing, Plus, and Premium. The main content area features a vertical banner on the left that reads 'LIST SERVICES' with a red running figure icon. To the right of the banner, there is a headline: 'If You're Looking for Sales Leads or Mailing Lists Then You Have Come to the Right Place!'. Below the headline, a sub-headline states: 'GoLeads Has Thousands of Databases to Ensure You Have the Perfect List!'. The main text describes the company's access to virtually every business and household in the U.S. and mentions in-depth demographic information. Two main service offerings are highlighted: '15 Million U.S. Business Leads' and '220 Million U.S. Residential Leads'. Each offering includes a list of features and a 'Start Your List' button.

GoLeads
MARKETING SOLUTIONS

402-334-1824

Home | About | Email | Sales Leads | Products | Site Map | Contact

List Services | Email Marketing | Website Marketing | Plus | Premium

LIST SERVICES

If You're Looking for Sales Leads or Mailing Lists Then You Have Come to the Right Place!

GoLeads Has Thousands of Databases to Ensure You Have the Perfect List!

GoLeads has access to virtually every business and household in the U.S. – complete with all types of contact information as well as in-depth demographic information. Looking for business with 10 or more employees in your area? Or how about all homeowners between the ages of 40 and 60, who make over \$100,000 annually?

► **15 Million U.S. Business Leads**

- Create & Download Your List Online.
- Employee Size, Sales Volume, Industry and Your Geography.
- Download your list of sales leads for direct marketing campaigns.

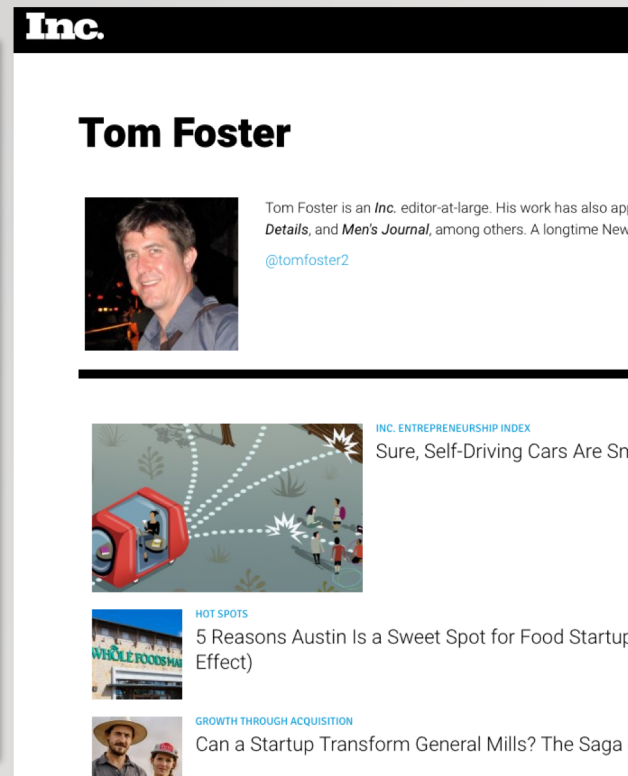
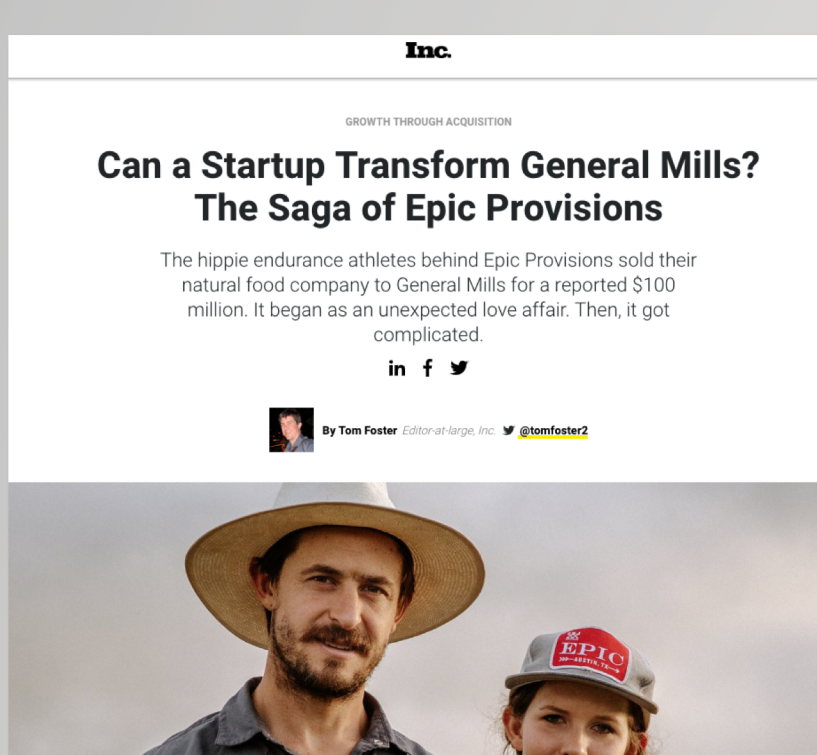
Start Your List

► **220 Million U.S. Residential Leads**

- Find any consumers you need with access to all U.S. records.
- Search by geography, income, gender, age, demographics and more.
- Download your list of sales leads for direct marketing campaigns.

Start Your List

THE PRESS



Be concise yet informative.

Very few cold pitches need to be more than, say, 10 sentences, and the best ones are often less.

Explain why anyone should care.

Get me interested to learn more, but more important, make me want to tell this story to the readers of my publication.

Show that you can pull it off.

If you want to pitch the huge, ambitious, weighty feature you've been mulling over months, go for it. But make sure you've laid out how you're going to put it together, along with the clips to demonstrate that a story like this is within your range.

"The best freelancers use their pitches to showcase their writing skills — especially when pitching an editor for the first time," said Nick Baumann, an editor at HuffPost. "A pitch gives me a better sense of your raw copy than your edited clips do. If your pitch has a fascinating, beautifully written lede, your story probably will, too. If the pitch is confusing, the filed story is likely to be, too."

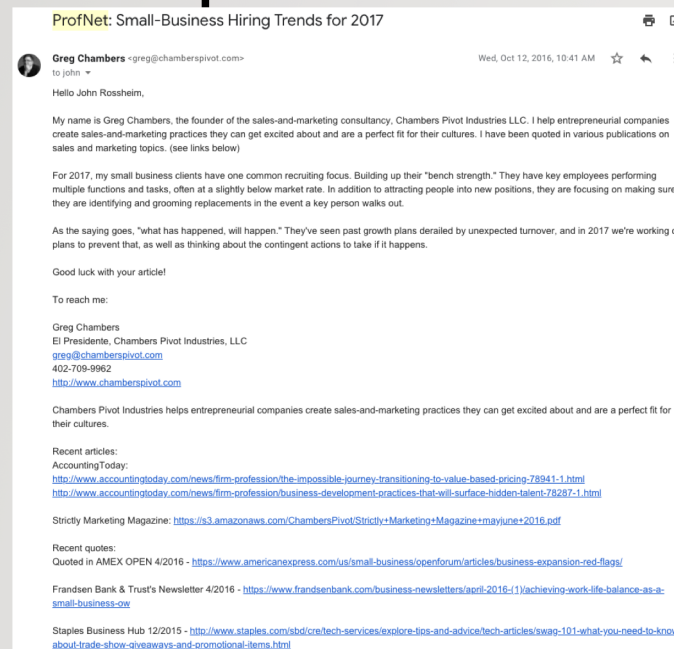
<http://www.niemanlab.org/2018/10/how-to-successfully-pitch-the-new-york-times-or-well-anyone-else/>

GETTING PRESS MENTIONS

Subscribe to HARO – Help A Reporter Out
(free, so it's a lot of work)

Subscribe to PR Leads
(\$100 a month, but the publications are better)

Quick bullet point
or two is all it takes.



- Who you are
- Your 1-2 points
- Your contact info
- Examples

WRITING YOUR OWN ARTICLES

Similar for pitching articles you write:

Be concise yet informative.

Very few cold pitches need to be more than, say, 10 sentences, and the best ones are often less.

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Story idea for AccountingToday.com



Greg Chambers <greg@chamberspivot.com>
to michael.cohn

Hello Michael Cohn,

I'm writing to suggest an article for "AccountingToday.com" entitled, "Unearthing Future Rainmakers: 3 B Surface Hidden Talent." The previously unpublished piece would rely on my work with service firms, ent management at rapidly growing companies.

Specifically, your readers would learn:

- How to best communicate the successful outcomes a firm is looking for.
- How to identify business practices that junior partners and associates can live with.
- How to effectively stretch future partners out of their comfort zone without them losing momentum

It is part of a series I'm working on that focuses on the importance of finding a team's natural sales and multiple discussions with accounting firms in the area, it's a topic of interest because senior partners exit

I've helped clients in multiple industries achieve consistent double digit growth in sales of products and multiple case studies from my customers who can attest to these dramatic results.

As with many of your articles, there will be anecdotes included in each point, as well as materials cited. I have it to you within 14 days of your approval.

I have been quoted in various publications, written articles for my blog, and publish *Amalgamate: A Mix* currently working on my book proposal called *The Human Beings Guide to Business Growth: How to ac with.*

To reach me:

Greg Chambers
El Presidente, Chambers Pivot Industries, LLC
greg@chamberspivot.com
402-709-9962
<http://www.chamberspivot.com>

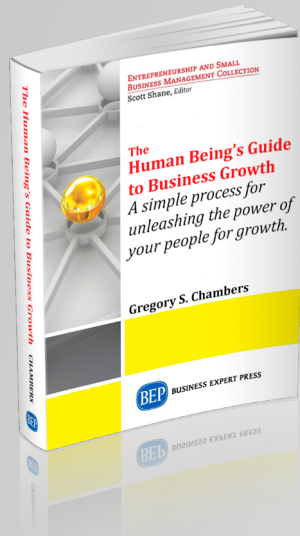
Chambers Pivot Industries helps entrepreneurial companies create sales-and-marketing practices they their cultures.

- Idea
- What readers get
- When it can go
- Evidence if they say yes, you'll do it

WRAPPING IT UP

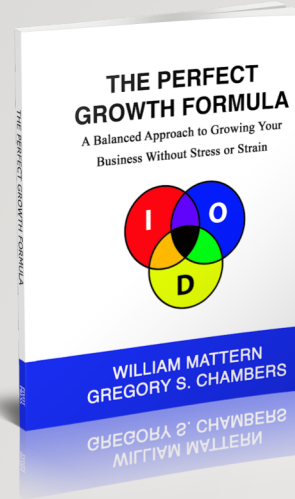
- Begin with the end in mind
- Segment your audiences
- Have a point of view
- Focus on the end consumer
- Don't keep yourself a secret
- It's a process, not an event

FREE RESOURCES



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain



LeadGen Compass

Learn more and Sign up at leadgencompass.com

CONTACT A MARKETING COACH



GoLeads.com



LeadGenCompass.com



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Info@GoLeads.com