

• **THE BIG BOOK OF TIPS** •

550

PR, Marketing &
Social Strategy Tips

Tips To Grow Your Business

(in 140 characters or less)

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- 1** #1 pet peeve of journalists. People who call and pitch not knowing what they cover. Do your homework.
- 2** 100's of engaged followers will do more for you than 1000's of token ones.
- 3** After a pitch, make sure you give several contact #s to a reporter. The press waits for no one.
- 4** Ally yourself w/local charity, sponsor sports teams. Commitment to social responsibility attracts customers.
- 5** Remember the 5th "P" of the new marketing mix, Presence. If they can't find you, they can't work w/ you.
- 6** Instead of asking for new Facebook "Likes," link your "Read More" email mktg campaign messages to Facebook & encourage feedback.
- 7** Your "About" page is often your 2nd most visited. Focus on you & them. Tell a great story of who you are & what you will do for them.
- 8** Transition from thinking about how SM strategy helps your biz to how SM strategy helps your customers. Then you'll see results.
- 9** Think about the phrase "You can't change what you can't measure." Are you using your analytics strategically?
- 10** SM is all about THEM, not all about YOU. Do an audit of your networks. Is it just about you? Commit to engage to get results.
- 11** Acknowledge tweets, emails, comments. It's not good PR or customer service to ignore anyone.

- 12** Ask how customers heard about you. PR is an ongoing process & needs constant tweaking.
- 13** Be helpful. Reciprocity produces incredible returns on a simple tip or referral.
- 14** Be on time, or early. Punctuality is a sincere form of courtesy.
- 15** Be sure & have press materials ready to be sent at a moment's notice.
- 16** Be real, honest, genuine. Authenticity is catnip. -- Networking
- 17** Always pick up the check. People won't remember what they had for lunch, but they'll always remember who picked up the check.
- 18** Transfer the enthusiasm you feel for your brand to everyone you meet. You'll see results.
- 19** A good press release - about 400 words. Shorter the better. Just enough info to secure an interview.
- 20** A great pitch - Story angle tie-ins, description of where it could fit in the media outlet & a call to action.
- 21** A happy customer is your greatest endorsement. Respond promptly and honestly.
- 22** A media angle must have some distinctive quality. Journalists sniff out what's different, not what's the same.

- 23** A quick call or email to a journalist outlining your pitch tests the water.
- 24** A site that blasts your pitch to reporters & bloggers nationwide -- <http://www.pitchforpr.com/>
- 25** A strong brand can make any business stand out, particularly in competitive markets.
- 26** Always say thanks to a journalist for a story, mention, item etc.
- 27** Smile, look engaging. Networking.
- 28** Apply for an award. Ck local Biz Journals, chambers. Like positive news stories, awards confer credibility.
- 29** Segment your market based on consumer lifecycle. Provide content, add value for each stage.
- 30** Make an editorial calendar & stick with it. Use as a reminder to add content, update photo's, Facebook, keyword research, etc.
- 31** Need inspiration? Keep a list of your targeted keywords at your desk. Use as content/headline/alt text inspiration.
- 32** Schedule a free webinar: "What You Need to Know About...." or "5 tips to..." Great for SEO, listbuilding.
- 33** Web copy should sell benefits not features.

- 34** Don't just share links on Twitter/FB/LI. Add your voice & personality, Solicit feedback. Connect to convert.
- 35** Commit to updating your site at least once a week. Search engines love new content.
- 36** If you haven't already, sign up for <http://www.helpareporter.com>. Invaluable for business owners.
- 37** People find your site while looking for a solution to a problem. You have seconds to grab their attention & provide the solution.
- 38** Appreciate at least one person daily. By email, twitter, FB, phone. Karma.
- 39** Are you monitoring your presence on Twitter? Try TweetBeep - Google alerts for Twitter.
- 40** Are you prepared w/facts & figures so you can respond to a PR crisis quickly?
- 41** Are you ready to handle the media's questions -- no matter what they are?
- 42** Are your news releases objective? Backed by facts & figures? Focused on 1 or 2 main ideas?
- 43** As a marketing tool, news releases are only as valuable as the keywords & phrases that are contained in them.
- 44** As you increase your network, remember follow up is key - b-day, thank you, thinking of you, holiday cards.

- 45** Assume your audience is inundated w/info and ask, what's different about my message?
- 46** Attract followers in your target market. Why care about 1000's of followers who don't care about what you have to say?
- 47** B4 you pitch. Do your homework. Watch TV, read several issues of magazines & blogs & a week's worth of newspapers.
- 48** Bad PR? Respond immediately and never lie. The media are trained to investigate and they WILL find the truth. Just ask Tiger Woods.
- 49** Be authentic. Email messages should read as if you're telling a story. On the phone? Relax.
- 50** Be briefed on current events. Always. You'll be able to converse w/ any CEO.
- 51** Be honest with journalists & reporters. They know. They make their living talking to people.
- 52** Be humble. Journalists & bloggers need content to fill their pages, but arrogance will get you nowhere.
- 53** Be proactive. Network weekly. Plan to meet at least one new person a week. You'll see results.
- 54** Be productive. Reach out to new clients and friends. Look w/in your circle for a connection.
- 55** Use a monitoring app like Hootsuite or Tweetdeck. Create columns for keywords, your industry, your competitors. Join the conversation.

- 56** Have a new product/service? Select a few customers or clients to be “beta” testers. Get feedback, they feel good about being hand selected.
- 57** Make it easy for readers to leave comments. If possible, avoid requiring login, difficult captcha’s. Comments create authority, loyalty.
- 58** There is a balance between personal branding and blatant self-promotion. Find yours.
- 59** Your customers Google you, read reviews about you, research your competition...all before making contact with you. Monitoring matters.
- 60** Trial & error is now trial and measure. Focus on analytics to study onsite behavior, craft targeted messages, identify opportunities.
- 61** The key to high quality, relevant content creation is knowing your audience. Do your homework to know what resonates with your target.
- 62** Create co-marketing opportunities w/ complementary businesses. Leverage each other’s networks with discounts/promotions.
- 63** Write copy like you talk. Be friendly, short, avoid marketing speak. Ask yourself before you publish “Would I respond/react?”
- 64** Be realistic about when the media will cover you. Lead times vary & media outlets can have a one-day to 4-month window.
- 65** Be thankful for every mention your company receives. There is no such thing as a small hit.
- 66** Be your brand. Be in love w/ & inspired by your brand’s mission. This translates trust & authenticity. Good press will follow.

- 67** Before meeting w/ a journalist, read their last 5 articles in full.
- 68** Before you pitch -- Know editorial deadlines & be early.
- 69** Know your target market. Who do you want buying from you?
- 70** Build relationships. When people feel they know & trust who you are, they will invest in your brand every time.
- 71** Boost your brand awareness. Make use of Leads Services. HARO, Pitchrate, PRSourceCode, ProfNet.
- 72** Brainstorm various story ideas & angles. Each message needs its own presentation, approach & delivery.
- 73** Brand yourself. You are an expert in your field. Execute your plan via speaking, volunteering, Social Media. Blog, network.
- 74** Branding is complex yet simple: the creation & development of a specific identity for your biz, product or person.
- 75** Build relationships – lunches, trade events, seminars.
- 76** Who is your competition? It's no longer the local competitor but breaking through the noise. Understand what holds your customers attention.
- 77** Be sure your out of office reply includes links to your profiles, site, blog, FAQ's landing page.

- 78** As the saying goes...Building a community is more effective than building a following. Everything you share should have that in mind.
- 79** Instead of just using testimonials (I love this product!) use customer case studies (this product/service resulted in.....for me/my biz).
- 80** Set clear expectations of how you'll use your opt in list & deliver what is promised. Segment sign up for interest & increased targeting.
- 81** Stop using auto DM's. Take 5 min/day to send a personalized message to new followers about their bio/site. Make it about them, not you.
- 82** Not sure what to blog/post about? Focus on client/customer stories. Makes future volunteers/donors envision working w/ you.
- 83** Try a new platform each month—video blogging, webinars, Foursquare. Monitor results. New channels=New Opportunities.
- 84** Having 10K Twitter Followers or FB Fans means nothing if they aren't buying from you. Quality over quantity for true success.
- 85** Use @socialmention's Q&A feature to find ppl asking about your product/service. Answer w/ a link back to your site.
- 86** Submit your content-Benefit from their traffic & search power. Look for industry or location specific sites that allow for blog creation.
- 87** Schedule 10 min/wk for blog/news commenting. Makes you the expert, bonus SEO, drives people to your site. Provide value, not spam.
- 88** Nurture your relationships. When people feel they know & trust who you are, they will invest in your brand every time.

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