



how to strategically

INCREASE MEDIA

E X P O S U R E

THE
2020
industry top consultant's
TELL ALL BOOK ON
HOW TO SPREAD
YOUR MESSAGE
STRATEGICALLY

by Kris Ruby



how to strategically

INCREASE MEDIA EXPOSURE

I give you the tools you need to *make the right media decisions* for your business.

WHAT IS STOPPING YOU FROM MANIFESTING YOUR MESSAGE IN THE MEDIA?



KR
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MAXIMIZE YOUR MEDIA IN 2020: HIRE A PR AGENCY

No matter how small or large your company is, *public relations is an important tool for your business*. An effective public relations campaign can help to get your name, and your company, in the media. A well-focused campaign can establish you as an expert, or thought leader, in your field by making you a go-to resource for journalists and broadcasters. It can also put your products right in front of the consumers who you are trying to reach.

There are many aspects to running a business, so *it's important to leave the public relations responsibilities to the experts*.

Reasons to Hire a PR Agency in 2020

READ ON FOR THE TOP FIVE REASONS WHY YOU SHOULD HIRE A PUBLIC RELATIONS EXPERT:

1

You're too busy

Of course that's the way it should be. Your time should be focused on being a doctor, CEO or entrepreneur and let the public relations expert focus on getting publicity for your business.

PR firms have media contacts

Do you know who the local newspaper editor is? Or how to reach local bloggers who will write about your business? Probably not, but public relations experts know and will be able to contact them, pitch stories and develop ongoing relationships.

2

3

PR firms know how to package stories

According to *this* article, the average American attention span in 2013 was 8 seconds. Public relations experts know how to develop content that will reach your audience quickly and keep them engaged, whether it's for six seconds (the length of a Vine video), 8 seconds or 30 minutes.

Public relations experts know crisis control

All it takes is one disgruntled employee who tweets something negative about your business or uploads a detrimental video to YouTube and it goes viral before your business is on the receiving end of a major public relations crisis. Before you even have time to react, your public relations firm decides on a course of action and responds appropriately, making sure that you come out looking much better in the end.





Public relations campaigns are cost effective

Bill Gates once said, *“If I only had a dollar, I’d spend it on public relations.”* There are public relations campaigns for every budget, whether you are a startup business or you have been around for decades. The first step is to identify your goals and then develop a plan for reaching those goals. A public relations specialist can do this for you, no matter what your budget.

2020

communication trends

Planning your media budget for 2020? *It is important to properly allocate resources* for a cross channel strategy that aligns with your overall business objectives. Every solid PR or Social Media plan starts with a cohesive strategy.

HERE ARE THE TOP TRENDS AND KEY IDEAS TO CONSIDER WHEN CREATING A PROACTIVE DIGITAL COMMUNICATIONS STRATEGY:



STRATEGIC PLANNING

The most effective campaigns today link back to an increase in overall business growth. For example, a successful campaign could be measured by an increase in new diners, members or customers by X percent. The best way to measure this is through benchmarking and data analysis. The expectation of PR practitioners as “data analysts” has become standard. Benchmarking is critical in determining campaign results. You should want to see an ROI on all social media and PR spends. Calculating media impressions, Facebook fan likes or website visits is not enough to stay competitive today.

USER GENERATED CONTENT

With the rise of social media, traditional media gatekeepers are taken out of the equation. If you want to get your story in the hands of the media, figure out what story you want to tell and what content is valuable to your audience.

STOP SELLING, START GIVING

Social media is inherently about branding to a focused audience. It is about the ability to quickly get in front of prospects, current clients and leads, and to establish an online relationship with them and build customer engagement. Social media marketing differs from traditional marketing in that it does not focus on immediately establishing the value of your services or products, but rather it is about establishing you as an icon and thought leader in the industry—to create an awareness of your name and brand. It is not a specific advertisement for a given product or service—it is about brand engagement.

SINGLE MESSAGE CONTENT STRATEGY

Your social media strategy should be in alignment with your business objectives. Be able to identify the message you want people to take away from your company in one sentence. By utilizing the single message content strategy, all content across multiple channels should tie-in to the message you are looking to share.

SOCIAL MEDIA DRIVEN PR

The best PR campaigns are those that are cohesively integrated between social media and public relations. Social media should be used to complement a PR campaign to drive continued media exposure and interest of editors for your business. Utilize social media to share press placements, connect with bloggers, and get on the radar of editors while executing multi-platform PR campaigns. Use social media such as Twitter to search for and pitch journalist queries in real time and build an ongoing relationship with reporters. One of the best ways to get a journalist to read your pitches is to engage with them on Twitter. Take a vested interest in what they write and re-tweet content that you find useful. Furthermore, use social media to research the beat they cover before you pitch them.

CONTENT MARKETING-THE NEW SEO

When crafting your message, you need clarity, conciseness and connection. All good stories are simple at their core. Think short sentences, and think of your audience and your unique connection to them before writing content. Content marketing is the new SEO. The goal is to craft relevant content to make it easier for your prospects to find you.

ATTRACTING AND ENGAGING CUSTOMERS WITH RELEVANT CONTENT

Before crafting an editorial calendar, think about the unique pain points your prospects experience and how you can help solve them. Then, craft content accordingly. All of your content should engage long lead prospects with informative, unique and educational tips that show you are an expert in the field vs. telling them through promotional marketing.

BLOGGER RELATIONS

In the new world of media relations, you are essentially selling content. If the content is weak, a blogger risks losing subscribers. Remember, bloggers are only going to push forward interesting content that will increase viewership. Make it easy for the blogger to run your story and you will increase the likelihood of being featured.

INTERACTIVE SPONSORSHIPS

From a PR and advertising perspective, there has been a big shift in client's expectations on ROI of sponsorships. It is no longer enough to purchase a sponsorship to "get the brand out there." Clients want to strategically align their brands with event sponsorships that link back to an increase in business. The sponsorship model of the future will be more interactive and give clients an opportunity to engage directly with prospects vs. standing behind a table collecting leads. The most effective sponsorships will embrace the new mindset of Westchester Executives and understand how to meet their needs.

REAL TIME MARKETING

Real time marketing is all the rage. Follow the news cycle and look for connections to trending stories. If you have a genuine tie-in to the story, let the media know. If it's a breaking news day, find any tie in that is truly authentic. This applies to social media marketing and Public Relations campaigns.

MEASURE, MEASURE, MEASURE!

The best way to re-engage fans is to measure what is working and what your fans really connect with. One mistake brands make is getting lost in the editorial content calendar shuffle. They are so obsessed with posting and keeping up with the social media rat race that they forget to actually measure what's working. Pause. If you are not continually measuring what has the greatest impact with your audience, you will lose followers, and it will ultimately damage the value of the community you are trying to create.





the importance of

GOAL SETTING

in public relations

When you wrote your business plan, you probably set a variety of goals, but did you set goals for your public relations campaign? Do you want to be on the cover of Time Magazine? Do you want to be a guest on The View? Do you want to have a million Twitter followers? Do you want your product to be mentioned on Ellen? Write down what you want to accomplish in your public relations campaign.

NOW, IT'S TIME TO BREAK DOWN THOSE GOALS EVEN FURTHER.

For example, in one year, you may want to double your profits, open a second location or triple your clientele list. In order to achieve these goals, you need to break this down into tactical steps such as developing a targeted media list, pitching trades and leveraging social media influencer relationships.

Goals keep you focused and motivated. Earlier this year, Staples released the results of their small business survey, showing that the leaders they surveyed are also focused on getting results and setting goals. Those goals included increasing revenue, driving profits and gaining more customers. To achieve those goals, 46% of those surveyed said wanted to use promotional marketing techniques to meet these goals.

Not only should you have business goals, but your public relations campaign should also have goals. Running an entire campaign can be extremely overwhelming, but breaking it up into smaller goals makes it more manageable. Most importantly, these goals should be SMART, which means that they are:

SPECIFIC.
MEASURABLE.
ACTION-ORIENTED.
REALISTIC.
TIME SPECIFIC.



Let's say that you are a doctor and your goal is to double your practice and appear on the cover of your local magazine. Your public relations goals for this month might look like this:

Create a Contest: Give away a healthcare makeover to a community member. Entrants will submit essays telling their stories and what they would do if they achieved optimal health.

Contact the Media: The media love feel good stories. Write a press release and announce your contest. Offer the media a chance to follow the winner from before to the 'after'.

Organize a Big Reveal: Create an event to announce the winner and invite the media to attend. Create another event for the big reveal.

Network: Attend a local Chamber event each month where you offer to speak, provide tips, or be a guest on a local radio show.

Tweet, Instagram or Facebook: Get on social media and let people know who you are. Give out tips, share links to healthcare advice and post before and after pictures of the contest winner (with consent of course). If you can't do all of this yourself, your goal this month should be to hire someone who can.

CELEBRATE YOUR SUCCESS

If you've accomplished your PR campaign goals, the community should begin to chatter about the contest and entries should come pouring in. The media will hopefully contact you for an article and you may even land a feature in the local newspaper. Finally, after seeing the transformation in the winner, potential patients will call to book a consultation with you - showing a direct lead conversion. Make sure that what you're doing each month pushes you toward accomplishing your continued goals.

maximize

NATIONAL MEDIA

E X P O S U R E

Score! You just landed a hit on a national TV show. But now you may be wondering, ‘How do I maximize the appearance?’ The truth is, the most important part of the hit isn’t the actual hit. It is what you DO with the hit before, during, and after. To make the most of it, you have to ramp up your social media efforts and make sure you are creating engaging content.

DON'T WAIT UNTIL AFTER THE INTERVIEW IS OVER TO START PROMOTING IT AND GETTING YOUR FOLLOWERS INVOLVED.

LIVE TWEET: Start by encouraging fans to live tweet with you before, during and after the show. For example, one tweet might be, “Have any questions for @yourname on @Nameofshow? Tweet them to us before #nameofshow at 8 pm.” According to ExpandedRamblings.com, 47% of people who follow a brand on Twitter are more likely to visit that company’s website, so it’s important to be active.

USE YOUR AUDIENCE TO PROMOTE: Simply ask your Twitter followers or newsletter subscribers to help promote the appearance. Fans love to help their favorite thought leader gain more notoriety.

INTEGRATE SOCIAL MEDIA: Be sure to tag and hashtag the media outlet and handles of any interviewers in all tweets mentioning the show. This will show the outlet that you are socially engaged and are interested in moving eyeballs to their network.

SEARCH HASHTAGS: If you really want to see what everyone is saying about you on Twitter, search “all tweets” and search for the hashtag of the show, mentions to the show, mentions with your handle, and any relevant content. Sometimes people will post their thoughts on the segment with the handle of the show directly without mentioning your handle. Remember, that sometimes people will post their thoughts on the segment with the handle of the show directly without mentioning your handle. If you are a frequent On-Air Commentator, you may want to purchase a monitoring app, such as Mention, which will aggregate all of the social mentions for you.



SHARE BEHIND-THE-SCENES MOMENTS: Fans want to see more than what they just see on television, so while you are in the green room, tweet a photo or post one on Instagram. If there are other guests in the room, take photos and share them on your social media or create a Vine. Be sure to tag the people in the photo!

INCREASE VIEWER ENGAGEMENT: Until it's time for your appearance, host a live Twitter chat, answering behind-the-scenes questions. This builds an ongoing relationship with your audience.

ASK QUESTIONS: Questions require answers and that leads to interaction. For example, after the show you can tweet, "What did you think of the segment?" "Did I wear the right dress?"

STAY POSITIVE: Social media builds relationships with your audience, but one negative post can ruin it all. Stay positive and be aware of what you are posting. If something does go wrong, learn how to take a digital detox. For example, if you post something questionable – a photo or a tweet – that offends a

core part of your audience, remove it. Stay away from social media for a while.

CLOSE THE DOOR ON DRAMA: Tweeting includes responding, but getting involved with someone else's drama can be a big mistake. Know when to stop.

PULL IN A TEAM: If you will be wearing a special brand, tweet to the brand before the appearance and let them know. Most likely, they will retweet you. This increases the likelihood of them putting out their own tweet or post promoting it that you could then retweet. Ex. "Love the outfit @InfluencerX is wearing on the segment? Get it here."

Once the appearance is over, continue tweeting links and clips, posting photos on Instagram and Facebook or sharing an Instagram Story from the green room. Post the appearance on your blog. Do as much as you can to maximize the appearance and engage with your audience to publicize it even more.

GET THE NAME RIGHT: It sounds simple, but editors move around frequently and you could be pitching an editor who moved on to another publication six months ago. Take a few minutes to call the newspaper or TV station and make sure that the journalist is still on staff and that you have the right spelling of his or her name. While you're at it, ask if you have the right gender too. Does "Kelly" want to be called a Mr. or Ms.? Is Charlie a man or is it short for Charlene?

TITLE CONFUSION: You want to start pitching the media a great segment about your newest product, but the name on your list is actually the name of the entertainment editor. Make sure that you have the right person for your pitch and their correct email address. Do not assume that the entertainment editor will send the pitch on for you. On the other hand, sending a blanket pitch out to everyone on staff is a bad idea. Make sure that your pitch is targeted to the right editor.

WATCH AND READ: Pitching The View? Make sure you've watched a few episodes. Pitching The New York Times travel editor? Read the section before pitching. Refer back to previous articles written.

TIMING IS EVERYTHING: At most, you should confine your pitching to the media to once or twice a week, but make sure that day is Tuesday-Thursday. Friday night emails will get pushed down by all the other emails that will come in during the weekend.

PITCH PERFECT: Make sure that you actually have a newsworthy pitch. Sending an email to a producer asking if they want to do a segment about your company will have the producer pressing the delete button before you've had your morning cup of coffee. Your

pitch should include a specific idea and everything the producer will need, including quotes, photos, background information, etc. In other words, make sure your press kit is ready to go when an editor or producer comes calling.

DON'T OVERSELL: When pitching the media, leave out the jargon and, whatever you do, do not tell a journalist that you're the first company to ever do so-and-so unless you can back it up.

WRITE A GREAT HEADLINE: Editors won't click on emails unless the subject line interests them, so make sure you create a compelling one. Oprah Winfrey reportedly received 15,000 emails a day from people pitching various products and ideas. That's a lot of emails! Make sure your story idea stands out.

SOCIAL MEDIA SNAFU: Facebook and Twitter are great tools to promote your hits, but not to pitch editors. Mikal Belicove of Forbes says that pitching him through Twitter isn't 'cool.' Instead, he says in this article, pitch him privately.

LEAD-TIME: A Mother's Day story idea shouldn't be pitched the week before the big day. Newspapers and broadcast media need a few weeks of lead-time while magazines work even further ahead. Plan your pitch calendar accordingly.

CALL ME, MAYBE: In the past, public relations professionals were encouraged to follow up with a phone call to the media to see if their pitch garnered any interest, but today, thanks to technology, editors are so bombarded with calls and emails that the protocol has changed. It's okay to send one follow-up email, but if you do not hear from the journalist, assume that they are not interested or that they will get back in touch with you if they are.



maximize your hits on

SOCIAL MEDIA

Congratulations, you were interviewed in Oprah’s Magazine “O” or your business was featured on the Yahoo homepage and the article has now gone viral. You’ve secured a huge press hit, but instead of just popping the bubbly and celebrating with your closest friends, get on your social media networks and maximize the buzz!

IN ADDITION TO TWEETING OUT THE NEWS, YOU SHOULD FOLLOW RMG’S TOP TIPS TO MAKE SURE THAT YOU LENGTHEN YOUR MOMENT IN THE MEDIA SUN.



SHARE, SHARE THAT'S FAIR: It's okay to let your customers and your followers know about the hit. Share the press link on your company's social media networks and with clients that may benefit from the content shared in the article. If you have a email newsletter, be sure to include. However, put more than just the link. Instead, you should also give your followers something they can use from the article. For example, you should tweet "Here is the best tip that John Smith gave to Oprah to make your holidays happy," not "I was quoted in Oprah!" unless, of course, you're sending a direct tweet to your mother.

SAY THANK YOU: Include both the writer and the outlet's handles in a tweet and thank them for the coverage. For example, tweet "Thanks @writer and @magazine for the great coverage on my business today @linktoarticle" and post something similar on your Facebook page.

CLIP IT AND ADD IT: Whether it's one quote or an entire article, you should keep a running tally of what press coverage you have gotten. Clip this article, add it to the list and move it to the top. You should also post the clip on your company's website. If you do not already have a press section on your website, add one. This builds a platform for you in the media that can lead to additional opportunities. Journalists and producers like to use experts who are trustworthy and have experience in the media. This proves that you are reliable and can provide great quotes.

QUOTE IT: Speaking of quotes, be sure to pull out the best quotes written about your company and include them in your media kit. "O" magazine" calls ABC company the 'best new thing since sliced bread.'" That should be prominently displayed on your website and in your media kit.

LEVERAGE IT: Now when you send out press releases on your business, be sure to include "Ann Smith has been interviewed in "O" magazine at the top of the release. Sure, being interviewed in your hometown newspaper or your college alumni magazine means something to you, but when it comes to impressions, a national press hit will make a huge one.

DISPLAY IT: Imagine walking into your office every day and seeing the "O" article up on the wall. Call it an inspiration, you are sure to break into a smile and keep working harder. There are companies that turn articles into plaques that you can prominently display on your wall. Send the article to other outlets that may want to do a follow-up story.

MOVE ON: Most importantly, as time goes on, you will be judged by the last press hit you scored, so if the Oprah magazine was five years ago, what have you done since then? If that's the only press hit you're using to promote yourself it will eventually look outdated.

Always be looking for new ways of attracting media attention. Your job here is never done.

on demand

PR CONSULTING SERVICES



My goal is to *leave you better off than when we started* equipped with the right knowledge and PR tools to give your organization media success.

QUESTIONS ABOUT ANY OF THE BELOW PACKAGES?

Email or call. The first 15 minutes is on me. Any additional time will be billed at an hourly rate.

Situation analysis (initial consulting): Just hired a new agency, but not sure the strategy they created is on point? We will create a comprehensive situation analysis which you can hand off to them to make sure they are delivering on the right strategy for you. You get all of the perks of hiring an agency without paying a retainer cost. This is perfect for brainiacs who are super into PR+ strategic planning.

Onboarding/training of 1 internal team member: Just hired someone internally and want them to execute our comprehensive PR strategy? Hire us to create it, have your internal marcom manager implement it!

PR strategy: The best PR firms all create comprehensive PR strategies before ever pitching media. For a fraction of the cost of having an agency on retainer, you can hire us to create a comprehensive PR strategy, which includes target outlets to reach out to, and PR tactics to reach your target audience.

on demand

PR CONSULTING SERVICES



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6-month PR timeline: Just want us for our brains but don't want us to do the actual PR work for you? Then this is a must-have. We will create a comprehensive 6-month PR timeline which includes custom topics to pitch the media, research of need to know regional editorial calendars, and custom ideas for your business.

6-month content calendar: You know you need to be blogging, but simply don't have the manpower. Then this is for you. We will create a 6-month inbound content calendar with 6 topics and six 500 word custom articles to fuel your blog for the next 6 months. All posts will be fueled with optimized keyword rich content.

Partnership strategy: Perfect for the business that has been around but needs a boost through partnership development. We will research and create a list of partners to build your business and increase exposure in your target market.

Social Media Sales Booster: Research target clients on social media, connect with prospects on social media + includes 1 custom message to new leads. Deliverables include excel sheet to track all leads reached out to and a custom lead message for each.

Media Planning: Instead of paying a hefty commission to agencies to place media buys for you, we will research all of your target outlets and do the leg work for you. We will recommend the best media buys to reach your target audience and propose content ideas that will drive results.

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Content Consulting: Inbound marketing is all the rage, but do you have the time to gather your creative assets to actually do it? We review all of your current sales material and content and propose how to break it down into a way that works for digital. The only thing left for you to do is the production.

Negation/Vendor Management Consulting: Do you have vendors on retainer who aren't performing? Do you want to renegotiate effectively? Leave it to me. I am skilled in this area - from reviewing contracts to making sure you get the best possible deal, I can guarantee you will be protected and have the best possible deal with anyone you are working with.

Process Management Consulting: Half the battle of creating effective marketing is having efficient processes for others to execute. If you are operating in a silo, then you are wasting valuable marcom dollars and opportunities. I will do a full marcom process review and create a new strategy and process utilizing the latest technology to bring your organization up to speed and get everyone on the same page.

I LOOK FORWARD TO WORKING WITH YOU!

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