

Marketing: Getting it Right

April 20, 2021

@daslang



INTRODUCTION - GOODEYE PR

Founded in 2015. Lisa Langsdorf previously worked as a senior director for SutherlandGold (based in San Francisco), where she led the Braintree Payments and Venmo accounts, until Braintree was acquired by PayPal. Prior to SutherlandGold, she worked at the New York Times Company leading PR for several digital products.

What you need to know about PR

- What is PR? Public Relations or “earned media” is a fantastic marketing channel. Like every element of marketing, it needs to have a process. Moreover your PR outcomes are only as good as your story.
- Advertising is what you pay for, you control the message you can decide what goes up. Publicity is what you pray for. You don't really know what you're gonna get based on what you say.

Ingredients of successful PR

- It starts with a great story: (PR and content marketing go hand-in-hand. The difference is the audience. Talking to reporters versus talking to customers.)
- “News:” The media writes about “news.” PR should have an element of immediacy and a news hook.
- Relationships: Play the long game. PR isn’t one and one but building a PR brand over time.

Getting in the game


- Think about what news your company might have. This includes trends and data. If you don't have news, you can create it.
- “News:” The media writes about “news.” PR should have an element of immediacy and a news hook.
- Have an opinion / be an expert

Getting in the game

- Relationships: Play the long game. PR isn't one and done but building a PR brand over time. Develop relationships with reporters and stay in regular contact. Follow them on LinkedIn and twitter and weigh in on their posts.

Example: Engage on LinkedIn

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Lisa Langsdorf • You
PR, Content Marketing, and Content Development Consultant

I think we're going to be surprised by just how broadly women are going to be impacted by the pandemic. It's not just lost jobs, but with WFH and hybrid work environments, women will likely miss out on that face time. Companies will need to take a close look at how these policies impact women beyond Covid-19.

6d ...

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Lynn Cook **Author**
Bureau Chief, Management and Careers @ WSJ, Former Dep...

It will be interesting to see how companies and managers snap back to traditional ways of face time (or not) as people go back to offices. Will folks who stay away or WFH lose out because they're out of sight/out of mind?

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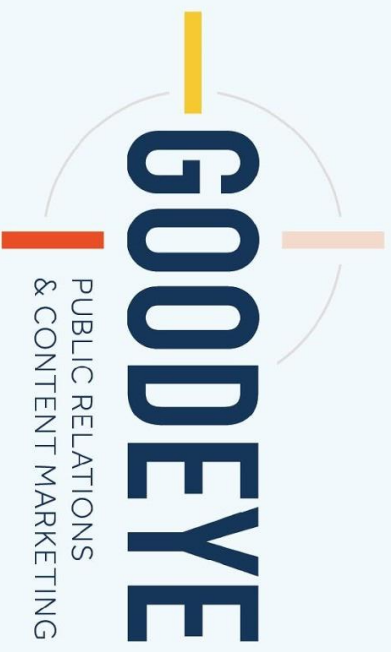
Example: Be an expert

WEALTH MATTERS

The Estate Tax May Change Under Biden, Affecting Far More People

In contrast to previous changes, the tax code could be modified in a way that affects everyone who has something of value to leave to heirs.

“We’re not going to see any massive tax changes because there are more pressing things to worry about at this point,” said Brian Glavotsky, a tax partner in family office services at **Wiss & Company**, an accounting firm.



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