

# PR Tips for Startups



Powerful PR. Compelling Copy.

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Public relations campaigns are communications activities that enhance visibility, sculpt public perception and affect change.

These activities create a positive public image for businesses, non-profit organizations, and individuals from rock stars to religious leaders.

Public relations (or PR for short) is considered earned media and differs from marketing which you have to pay for.



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<b>Advertising</b>	<b>Public Relations</b>
Paid	Earned
Builds exposure	Builds trust
Audience is skeptical	Media gives third-party validation
Guaranteed placement	No guarantee, must persuade media
Complete creative control	Media controls final version
Ads are mostly visual	PR uses language
More expensive	Less expensive
"Buy this product"	"This is important"

# How PR Helps Build Business



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- ✓ PR builds brand awareness
- ✓ PR enhances inbound marketing efforts- consumers find you
- ✓ PR is evergreen
- ✓ PR adds credibility
- ✓ PR improves Google rank

A red square poster with a white crown at the top. Below the crown, the text 'KEEP CALM AND LOVE PR' is written in white, bold, sans-serif capital letters, arranged in four lines: 'KEEP', 'CALM', 'AND', and 'LOVE PR'.

**KEEP  
CALM  
AND  
LOVE  
PR**

# PR is an Essential Part of Your Marketing Mix



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“The right story told at the right time can bring valuable attention to your business, even during a downturn.” -***Business Week***

“If I only had \$2 left, I’d spend \$1 on PR.”-**Bill Gates**

72% of senior level marketers said PR is most valuable in supporting product marketing and product launches.”-***Advertising Age***

“A good PR story is infinitely more effective than a front page ad.”-**Richard Branson**

“In a downturn, an aggressive PR and communications strategy is key.”  
-***Silicon Alley Insider***

# HOW TO GET STARTED:

## **CREATE A PR PLAN**



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### Why You Need a Plan!

- ✓ Helps you define deadlines and reach your goals
- ✓ Allows you to be proactive rather than reactive

# Components of a PR Plan



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**Summarize your companies current communication situation in one or two paragraphs.**

- ✓ What's happening at your organization that makes publicity a priority?
- ✓ Are you planning a launch? Seeking funding? Announcing a new product?

# Define Goals



**What do you want to accomplish through PR? How will you measure success?**

**Sample goals may include:**

- ✓ Driving traffic to your website
- ✓ Attracting VC funding
- ✓ Increasing sales
- ✓ Building SEO and brand awareness
- ✓ Creating hype before a tradeshow

# Define Messaging



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- ✓ Your message is the backbone of your communication plan
- ✓ Determine what key messages you want to communicate to the press and consistently
- ✓ What makes you unique? What can you claim that no one else can claim?

# Define Target Market



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**And what they read and watch**

# Determine Tactics



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Tactics are the tools you'll use to generate publicity. Your tactics may include pitching, tip sheets, press releases, and launch events.

# Budget



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## **How much money can you allocate toward PR?**

This will help you define your tactics and determine whether you'll be able to hire an outside resource. Send samples, go on press tours, etc.

# Create a Timeline



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PR is all about proper planning.

A timeline will help you manage the tasks and tactics included in your plan.

# Determine Assets



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You'll want to have the following assets available for your PR campaign:

- ✓ Professional product shots and photos
- ✓ Downloadable version of logo
- ✓ Product samples to send to press

# Create an Online Press Room



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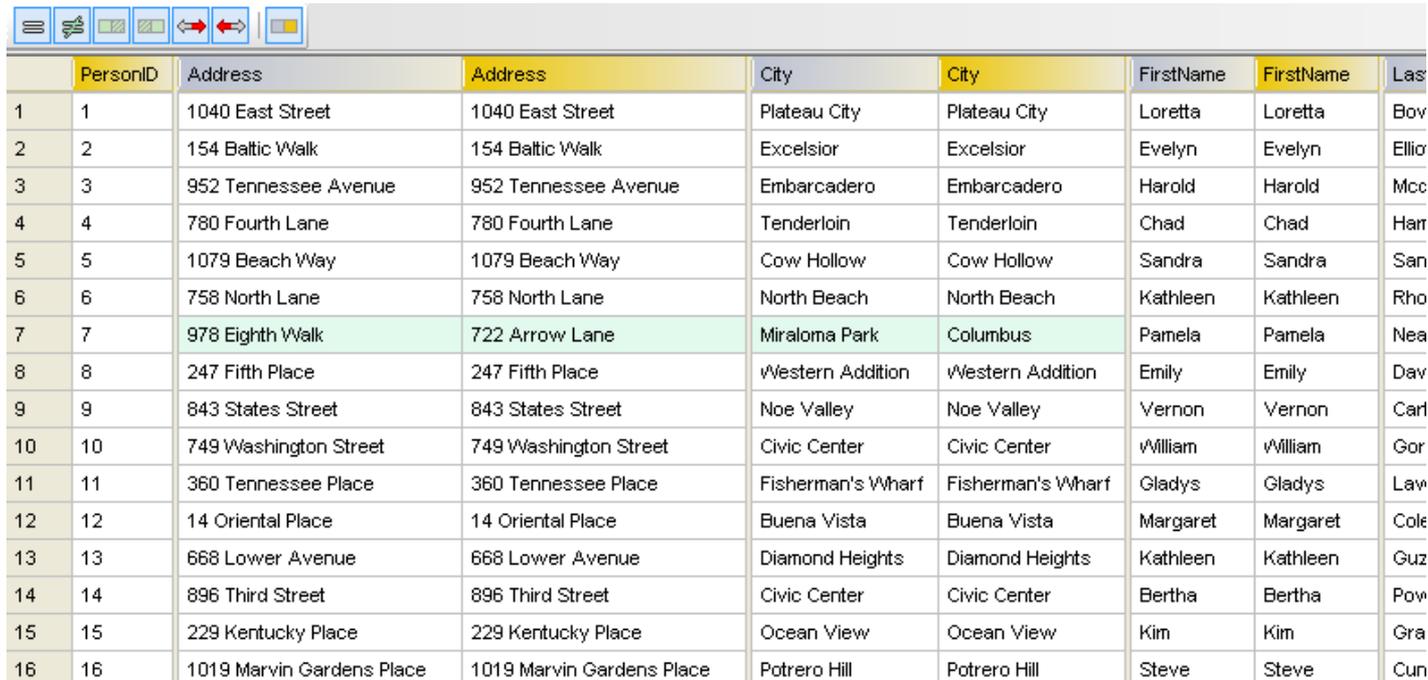
Include the Following:

- ✓ Contact Information - Make this prominent!
- ✓ Assets include: videos, downloadable logos, product shots
- ✓ Photos of key team members
- ✓ Links to recent press
- ✓ Social media handles

# Build a Database



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A screenshot of an Excel spreadsheet showing a database of 16 contacts. The spreadsheet has a header row with columns: PersonID, Address, Address, City, City, FirstName, FirstName, and Last. The data rows contain contact information for 16 individuals, with the 7th row highlighted in green. The 7th row shows a contact with PersonID 7, Address 978 Eighth Walk, City Miraloma Park, and FirstName Pamela. The 16th row shows a contact with PersonID 16, Address 1019 Marvin Gardens Place, City Potrero Hill, and FirstName Steve.

	PersonID	Address	Address	City	City	FirstName	FirstName	Last
1	1	1040 East Street	1040 East Street	Plateau City	Plateau City	Loretta	Loretta	Bov
2	2	154 Baltic Walk	154 Baltic Walk	Excelsior	Excelsior	Evelyn	Evelyn	Ellio
3	3	952 Tennessee Avenue	952 Tennessee Avenue	Embarcadero	Embarcadero	Harold	Harold	Mcc
4	4	780 Fourth Lane	780 Fourth Lane	Tenderloin	Tenderloin	Chad	Chad	Harr
5	5	1079 Beach Way	1079 Beach Way	Cow Hollow	Cow Hollow	Sandra	Sandra	San
6	6	758 North Lane	758 North Lane	North Beach	North Beach	Kathleen	Kathleen	Rho
7	7	978 Eighth Walk	722 Arrow Lane	Miraloma Park	Columbus	Pamela	Pamela	Nea
8	8	247 Fifth Place	247 Fifth Place	Western Addition	Western Addition	Emily	Emily	Dav
9	9	843 States Street	843 States Street	Noe Valley	Noe Valley	Vernon	Vernon	Carl
10	10	749 Washington Street	749 Washington Street	Civic Center	Civic Center	William	William	Gor
11	11	360 Tennessee Place	360 Tennessee Place	Fisherman's Wharf	Fisherman's Wharf	Gladys	Gladys	Lav
12	12	14 Oriental Place	14 Oriental Place	Buena Vista	Buena Vista	Margaret	Margaret	Cole
13	13	668 Lower Avenue	668 Lower Avenue	Diamond Heights	Diamond Heights	Kathleen	Kathleen	Guz
14	14	896 Third Street	896 Third Street	Civic Center	Civic Center	Bertha	Bertha	Pov
15	15	229 Kentucky Place	229 Kentucky Place	Ocean View	Ocean View	Kim	Kim	Gra
16	16	1019 Marvin Gardens Place	1019 Marvin Gardens Place	Potrero Hill	Potrero Hill	Steve	Steve	Cun

## Include:

- ✓ Excel sheet
- ✓ Press contact /name
- ✓ Email
- ✓ Phone

# Do-It-Yourselfer Tip: Go Narrow



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**Less is More  
(more or less)**

Start your database by handpicking twenty journalists/bloggers/influencers who cover your industry. Follow them on social media. Go narrow rather than having an expansive/overwhelming list of contacts.

# Executing Your Campaign



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# Know What's Newsworthy?



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Publishers of newspapers, magazines and blogs create content with their readers in mind. If you want to be successful in PR you need to think like a publisher. Publishers look for stories that will be of interest to their readers.

# What's Newsworthy?



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- ✓ Launching a new product or service
- ✓ Securing funding
- ✓ Your company has conducted a compelling study & has data to share
- ✓ Appointment of senior staff member to your team
- ✓ News of a high profile partnership

# Do Your Research



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The best way to familiarize yourself with what's newsworthy is to do your research. If you know that NYT reporter Mary Smith consistently reviews consumer electronics and you have a new gadget on the market, stalk her!

Read her column, follow her on social media and gain insight into the topics that she covers and likes to write about. This will help you craft your pitch.

# Build Relationships



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Your first point of contact should start with an introductory email.

Send the journalist an email introducing yourself and letting them know that you'll be sending pitches from time to time.

Remember, there's a human being on the other side of that email and you want to establish a working relationship with that person.

# Press Releases Rarely Work



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Bloggers, journalists, and producers receive hundreds of press releases a day. Most of them are poorly written, boring, and filled with irrelevant information. In fact, the majority are never even opened, due to sleepy subject lines and hokey headlines crammed with jargon. Many members of the media simply view press releases as spam.

# Switch to the Pitch



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A pitch is a story idea you have for a specific media outlet. A great pitch is tailored to the publication and can't be duplicated for other media. Demonstrate that you've done your homework and you understand what the writer covers.

# How to Craft a Pitch



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Personalize your pitch to the publication as much as possible. Keep it **short, simple and to the point**. Use bullet points, and potential quotable resources. Your pitch has to offer value to the journalist. Address why this story resonate with their readers. Sell your story.

# Collect Editorial Calendars



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- An editorial calendar is the listing of planned themes and features for future issues of a magazine, newspaper or blog. You can generally find the editorial calendar on a publication's website under "advertising."
- The editorial calendar tells you what topics a particular publication will be focusing on for the coming year. It helps advertisers plan when they will run ads in that publication.
- Use editorial calendars to plan when to send your pitches.

For more  
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