

Get **5X** the **BANG** for your **P.R.**

Presented by **Andy Havens**



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### Introduction



Andy Havens

- Co-founder of Sanestorm Marketing
- Monthly marketing columnist for LawFuel.com, American Lawyer Media and www.LLRX.com
- 15+ years' experience in marketing
- Former Director of Business Development at Vorys, Sater, Seymour & Pease
- Former MarCom manager at Verizon
- Adjunct professor of marketing at CCAD



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- Marketing strategy and audits
- Campaign and program design
- Advertising, materials, training
- Over 20 years of combined professional services marketing experience
- Newsletter, articles & free tools at [sanestorm.com](http://sanestorm.com)
- Questions? [andyhavens@sanestorm.com](mailto:andyhavens@sanestorm.com)



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**1x PR**



You've got an interesting idea based on a new circumstance in your industry and think it might make a good story or article.



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**1x PR**



You tell your PR staff or agency and they write a press release.



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**1x PR**



PR person sends press release



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**1x PR**

Publication's readers are exposed to the story once.

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**And this is a BEST CASE!**

If everything goes right, you've connected one issue to one constituency.

Miss one connection, though, and you get zero bang.

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**How do you multiply your PR?**

- Create stellar materials
- Keep an environmental mindset
- Imagine diverse audiences
- Create/maintain a good process
- Cultivate a twisted mind

**5X** →

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## The Press Release/Story Pitch

- Some claim its day has passed
- Not so! Just widely misused
  - Internet proliferates mediocrity
  - Modern comm. magnifies mistakes
- More media than ever
  - More noise, more distractions...
  - More opportunity to shine



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## Know what's NOT news

- Internal events: promotions, moves
- Offer a profile about yourself
- Marketing: new services, products, pricing, promotions, etc.
- When it happened a month ago
- When they don't cover the topic
- Sending, recalling and resending a press release is very, very, very bad



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## PR Environment

- Know whom to call
- Build a relationship with the reporter or editor
- Know what to call with
- Know when to call



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## 5 ways to get it picked up

1. Use the correct format
2. Keep it short
3. Write for the readers
4. Quotes are gold
5. Be specific and directed




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## 5X → Reuse, reformat, recycle

- Tweak your press releases into...
  - Newsletter articles
  - “Recent news” for web page
  - Training materials
  - Combined multi-story pieces
    - “Top 10 Issues of 2004”
    - 30 press releases = a book
  - Alumni publications
  - Customer newsletters




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## 5X → Find new audiences

- Think “3 steps out”
- Ask “Who are the clients’ clients?”
- Think like P.T. Barnum
  - “Every crowd has a silver lining.”
  - Work backwards from goal
- Think globally, publish locally
- “Multiply” your audience




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press release

## When press isn't interested

- Find a different publication
- Change the angle
- Combine with another story
- Learn to take "no" for an answer
- You missed a step
  - Didn't know whom to call
  - No relationship with reporter
  - Called with wrong thing or at the wrong time



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working with reporters

## 5 ways to make an enemy

1. Lie (or mislead)
2. Don't follow through
3. Talk down to reporters
4. Try to "jump the wall"
5. Break an exclusivity deal



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view from the press desk

## The view from the press desk

- Bright, inquisitive people
- View job as public service
- Competitive
- Under pressure
- No support, little privacy, no extensions



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becoming a source

## How to become a source

- Write letters to the editor commenting on an article already published; express strong opinion
- Call back within the hour
- Always have a short, catchy quote
- Give them *something*
- Call occasionally with tips




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attracting calls from reporters

## Attracting calls from reporters

- Get active in associations
- Speak at educational programs
- Get active in civic affairs and business events
- Invite reporters to attend
- Write a blog




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## What's a "blog?"



<http://legalmarketing.typepad.com>




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relationships

## The “R” Factor

- The “R” is more important than the “P”
  - Never sacrifice a relationship
  - Always think of how you can benefit as many people, groups as possible
- Promote habits and behaviors; results will follow
- Connecting two others is often more powerful than connecting you once

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relationships

## The “R” Factor

- Start small, think big
  - Get in the right habits
  - Write for yourself
  - Cultivate relationships starting at the lowest levels
- Small successes lead to bigger opportunities...

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## The publishing lever

results

effort

local trade pub

local daily

regional pubs

national biz pubs

internal newsletter

local biz pub

association pubs

national trades

paid book or column

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### The publishing lever

A diagram illustrating the publishing lever. A horizontal green line represents the lever. On the left side, a yellow triangle points upwards, with a box labeled "national trades" below it. On the right side, a yellow arrow points downwards, with the word "EFFORT" written inside it. A small green circle is positioned on the lever line near the "national trades" box. The "sanestorm marketing" logo is at the bottom right.

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### The publishing lever

A diagram illustrating the publishing lever. A horizontal green line represents the lever. On the left side, a yellow triangle points upwards, with a box labeled "internal newsletter" below it. On the right side, a yellow arrow points downwards, with the word "effort" written above it. A small green circle is positioned on the lever line near the "internal newsletter" box. The "sanestorm marketing" logo is at the bottom right.

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### The publishing lever

A diagram illustrating the publishing lever. A horizontal green line represents the lever. On the left side, a yellow triangle points upwards, with a box labeled "national trades" below it. On the right side, a yellow arrow points downwards, with the word "effort" written above it. A small green circle is positioned on the lever line near the "national trades" box. Below the lever, there is a list of benefits:

- Early efforts build skills
- Successes build confidence
- Results build reputation
- Volume builds opportunity

A yellow circle with "5X" and an arrow points to the list. The "sanestorm marketing" logo is at the bottom right.

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## Do you need a PR firm?

- **Myth:** PR firm has contacts you don't
  - Reporters view PR people as another obstacle to get around to get to you! Building the relationship is more important than using it
  - Do you want to control your access to the media?
  - You pay the PR firm to improve its resources
- **Myth:** PR firm knows things you don't
  - They hire PR specialists. You can, too!
  - The more important PR is to your business, the more you should consider bringing it in-house




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## Do you need a PR firm?

- **When is it a good thing?**
  - You're brand new in town
  - You're in a crisis
  - You need specific access
  - You have more money than time
  - Certain subjects or people require special handling or training
  - One-off projects (research, polls, list development, strategy)




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## How to schmooze the press

- **Rule #1: Read their stuff**
- **Rule #2: Read their stuff**
- **Rule #3: Read their stuff**
  - Understand the various "desks"
  - Know what's topical
  - Know the editorial calendars




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relationships

## How to schmooze the press

- Reporters, editors and publishers are all different
  - Start at the bottom of the totem pole
  - Mention you just read their article
  - Call them up for lunch
  - Be sure to bring a story idea
  - Find out if it's OK to pay
  - Afterwards send them your newsletter
  - Clip news stories about trends for them
  - Call occasionally with a tip




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relationships

## Tag-team PR

5X →

- Many hands make light the work
- Identify strengths
- Meet resistance with options
- Create mini-teams

5X →

- Employee #1 does research, #2 writes draft, senior person reads and approves
- All three names appear on story
- Front-load the project




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relationships

## Secretaries rock PR

5X →

- Love to get involved
- Are organized and consistent
- Frequently work (and have worked) for many people
- Like to see their company and people in the press
- Will do the "leg work"
  - Example; #1 scans for topics/reporters, #2 clips industry stories, #3 clips competitor pieces, #4 organizes/summarizes, #5 publishes




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The 5x Effect

## Now... the 5x Effect



You have an interesting idea based on a new circumstance in your industry...




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The 5x Effect

## Now... the 5x Effect



Armed with a multitude of 5x Effect tools, you go into high gear.





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The 5x Effect

## Now... the 5x Effect

**Audience multiplier brainstorm:**

- Natural industry tie-in
- Related industry
- Service industries
- Current events
- Client constituencies
- Alumni resources
- Internal audiences
- Internet audiences




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The 5x Effect

## Now... the 5x Effect



**Multiple audiences**  
**Teams get to work:**

- Secretaries index items
- Employees research related issues
- Staff writes drafts
- Internal leaders disseminate

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The 5x Effect

## Now... the 5x Effect



**Multiple audiences**  
**Teamwork**  
**Reformat, reuse recycle:**

- Article for newsletter
- Quick-tip for web home page
- Teaching bulletin
- "Local boy" update for suburban press
- Pitch for TV/radio interview

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The 5x Effect

## The Final Effect



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**Questions and Answers**

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