








SAVVY SPENDERS: GETTING THE MOST FROM YOUR PR DOLLARS

Good press is valuable - don't waste your money on tactics with little return. Here's our take on what works what doesn't.




PRESS RELEASES

-  Once and done
-  Be proactive: follow up with calls for maximum reach
-  National release with topics only of interest locally




PERSONALIZE

-  Reporters are people
-  Long voicemail pitch
-  Wait until you connect to pitch your story
-  Impersonal blast emails

DEFINE YOUR AUDIENCE

-  Know your target market
-  Small campaigns to the right people
-  Sending everything to everybody

SPONSORED CONTENT

-  Advertorials - if you tell the right story
-  Match your ad placement with appropriate content
-  Include calls to action

