

MAXIMIZING YOUR PUBLIC RELATIONS INVESTMENT

A GUIDE TO REMARKETING PR FOR MAXIMUM ROI

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AXIA[®]
PUBLIC RELATIONS

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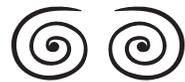
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*Repurposing news releases
to maximize the return
on your PR investment*

CHAPTER 1

**So, you hired a PR agency
and received great media coverage.**

NOW WHAT?



**GETTING THE MOST BANG
FOR YOUR BUCK WITH PR**

Gaining positive news coverage is great news and certainly a morale boost, but why leave it there?

Just because you had a story published doesn't mean everyone has had an opportunity to see it. The very nature of word-of-mouth is that it is viral, and to get the ball rolling, it's in your organization's best interest to actively push that message to as many people as possible.

FACT Perception is reality. A steady stream of news helps create a perception that business must be good. Why else would you be getting such a large amount of media attention?

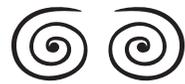
—Jason Mudd, APR

To that end, there are many things a company can do to maximize a PR campaign's results and plant seeds of thought and discussion with target audiences. The effective use of such tactics can considerably influence prospective customers toward perceiving you as the best in the business and ensuring you are receiving the most bang for your buck.

Have you had a positive product or company review in the news or online? That's great, make sure your customers see it! In terms of legitimacy, nothing beats your prospective customer seeing a positive mention from an objective third party. Why not share what others have to say about you with current and prospective clients and potential customers?

CHAPTER 2

Share your news online.



Use your own website: www.you

Though thousands and maybe even millions of people may have seen your local and national interviews, that doesn't mean everyone did.

- Post and promote those links on your website and social media channels.
Include videos and photos where possible.

- Start a news section on your website and keep it up to date with the latest news on you and your company. Post images of actual print media clips (cite the source) on your website's news page. Quote highlights throughout the entire site.
- Place a list on your website of all the high-profile media outlets where you and your company have appeared: "As seen on..."

The screenshot shows the AXIA Newsroom website. The header includes navigation links: NEWSROOM, HOME, WHO WE ARE, WHAT WE DO, WHAT WE'VE DONE, CONTACT US, and THE PUBLIC RELATIONS BLOG. The AXIA logo is on the left, and the word "Newsroom" is prominently displayed on the right, accompanied by logos for various media outlets like USA Today, Fox News, NBC, CNN, and Cosmopolitan.

The main content area features two news items:

- July 22, 2013: Axia Associates Throw Down as Firm Sponsors Newsroom Street Fight**. The article includes a photo of three women in athletic wear and text describing a fundraiser event for the Police Athletic League's college scholarship fund. A "Read More" link is provided.
- January 22, 2013: Axia's Jason Mudd Tells What Lance Armstrong Can Do To Save His Reputation**. This item includes a video player showing Jason Mudd speaking, with a caption "ARMSTRONG'S FALL FROM GRACE" and a description of his role as a crisis public relations expert.

On the right side, there is a search bar and a list of news items with "NEWS", "COMMENT", and "ARCHIVE" tabs. The list includes:

- Axia Associates Throw Down as Firm Sponsors Newsroom Street Fight** (July 22, 2013)
- Axia's Jason Mudd Tells What Lance Armstrong Can Do To Save His Reputation** (January 22, 2013)
- Axia Public Relations Names Stacey DiNuzzo Orlando Vice President** (January 22, 2013)
- Michelle Heatherly named Axia Director of Client Engagement** (October 24, 2012)
- Axia Launches PR Videos and Other Free Public Relations Resources** (August 06, 2012)

On the left side, there are social media links for RSS, Twitter, Facebook, and LinkedIn, along with a "SHARE" section with icons for various social media platforms.

EMAIL

AND COMPANY NEWSLETTERS

Email and company e-newsletters/e-zines are great tools for communicating your brand's success via distribution lists.

- Be certain to mention recent media success with links.
- End email messages with tips like "Please refer to my advice in (article/interview) for more information."

Positive news coverage is a great reason to send a special alert — before, during and after media appearances.

Make your emails work for you. Add messages like these to your email signature and share the news with every email you send.

“Be sure to look in this month’s issue of _____ magazine on newsstands Friday for . . .”

“Tune in to NBC tonight on channel _____ to see . . .”

“In case you weren’t among the 700,000 people watching last night’s _____ , we’ve provided a link . . .”

“Click here to see our new product in *Women’s World*.”

BLOGS

SUBMIT YOUR NEWS TO INDUSTRY OUTLETS OR START YOUR OWN

Blogs are ideal platforms for amassing online visibility and credibility, as well as for building long-term relationships. Post coverage to related industry blogs and engage users by responding to comments and answering questions in an informative and always professional manner.

To take it one step further, **create your own business and industry blog** (if you haven't already done so), making sure to keep an updated supply of content.

Content may include editorials, interviews, videos, sound bites, etc. Blogs are designed to be two-way conversations, so have some employees readily available to respond to comments and questions.

The screenshot shows the AXIA Public Relations website. At the top, there are navigation links for HOME, ABOUT, and CONTACT US, along with a search bar. The main header features the AXIA logo and the tagline "Ideas Relationships Results". Below the header is a grid of menu items including CRISIS PR, DIGITAL PR, EBOOKS, FAQ, FEATURED, INFOGRAPHICS, MEDIA RELATIONS, MOBILE PR, PR CASE STUDIES, PR SUCCESS STORIES, PR TIPS, PUBLIC RELATIONS, SEO, SOCIAL MEDIA, and VIDEOS.

The main content area is divided into three sections:

- RECENT POSTS:** A list of five recent blog posts, including "Social Media's Impact on PR (It's Big – Really Big – and So is Reputation Management)", "Public Relations and Journalism: Can They Play Well Together?", "Remarketing Your PR for Maximum ROI", "What would Marcus Lemonis do to turn your business around?", and "How Important is Public Relations for Startups?".
- Featured Article:** A large article titled "Social Media's Impact on PR (It's Big – Really Big – and So is Reputation Management)". The article features a large graphic with the text "HAPPINESS ISN'T ALWAYS Fluffy" and a sub-headline "Employee Public Relations: Why Your Employees Should be Part of Your PR Audience". The article text begins with "Frankly, online communications are to our message style what TV was to the phonograph; what the sleek crossover has been to the original boxed-out minivan;".
- Right Sidebar:** Contains a newsletter sign-up form with the text "If you enjoyed this blog you'll love our newsletter. Axia's 60 Second Impact comes packed with information, ideas and strategies you can use to build your brand, attract customers and earn more profits. Enter your email:" and a "Get Axia's Free 60 Second Impact!" button. Below this is a section for "FREE SOCIAL MEDIA GUIDE FOR BUSINESSES" with a download link for "The Essential Social Media Management Guide" and an image of the guide's cover.

At the bottom of the page, there is a comment section for the featured article with the text "NO COMMENTS" and a "RECENT COMMENTS" section with one comment by "Julian Telega on My Wife Naked of".

CHAPTER 3

Take your message to the streets.



SHARE THE NEWS WITH CLIENTS, PROSPECTS AND EMPLOYEES

IN THE OFFICE Treat media clips like awards; frame them, place them on your office walls and show them off to others. Let clients and prospects come to the conclusion that they are doing business with the very best in your industry. At Axia, we recommend Velox and glossy reprints to make a big impact with clients.

One of our clients sends framed articles to all of its branches and retail locations to motivate employees and show off to customers nationally.

ON SALES CALLS AND AT SALES MEETINGS Be sure to mention your recent news coverage to potential and current customers. Talk them through your website, a Google search or media outlet website to search for and view your coverage. Potential customers will feel more confident that your company must be among the best in the business. Your current customers will look good and feel smart for selecting the best company. Encourage them to share that news coverage with their colleagues, co-workers and referrals.

AT TRADE SHOWS Instead of using traditional brochures, leave news clips and slick reprints as your brochure. Potential clients who walk away with tangible evidence of your success are more likely to form a lasting impression of you.

IN PRESENTATIONS AND PROPOSALS Get the most out of presentations and sales pitches by bringing attention to successful coverage, thereby reinforcing the credibility and popularity of your product/service. With effective demonstrations of legitimacy to strengthen their images, companies stand a far greater chance of “sealing the deal” with second-guessing potential clients.

PLACE COVERAGE ON PROMOTIONAL MATERIALS Affirm statements in brochures, advertisements and flyers by affixing media quotes, instantly enhancing the promotional message. You can do this with virtually any print format your company utilizes: catalogs, business cards, banners, stationery and mailing materials, etc. Want to come up with new taglines? Media coverage is also a great source of fresh ideas for reinventing marketing tools.

OTHER IDEAS

- **INCLUDE QUOTES IN YOUR BIO**

Insert media quotes into your professional biography and company background.

Curious readers can then see right away the publicity you have gained as a result of your expertise.

- **MAIL HARD COPIES TO CLIENTS**

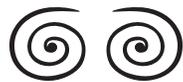
Our favorite: Remind past and present clients why they chose you over the competition, and demonstrate to prospective clients why they should. Attach a cover sheet with clippings to reinforce this message. Don't forget to send a similar mailing to prospective clients.

- **RECYCLE CONTENT INTO OTHER MEDIA FORMATS** Have an article or blog post you're especially proud of? Turn it into an informational sound bite and/or video. Share the links on your website and social networks. Repurpose the content yet again by creating graphic images/slideshows and sharing those.

CHAPTER 4

RECYCLE

Give your news releases new life.



WHAT TO DO WITH THOSE PUBLISHED
NEWS RELEASES?
REMARKET THEM, OF COURSE!

Many people assume that once they've sent a release to the media, it ceases to serve a purpose. Not so!

Releases can provide a vast array of uses, all with the same benefits of enhancing visibility and solidifying credibility.

You must constantly provide new, informative content for your website and social networks.

Repurposing news releases for this function instantly creates a wealth of content that can keep followers and target audiences updated on the latest events. This can also provide a solution to the issue of appearing outdated due to a lack of industry news.

“When it comes to award entries and recognition, use coverage as proof to judges of your ability to deliver a trusted and professional product or service. This could easily mean the difference between being a runner-up and first place.”

—Jason Mudd, APR

Convert news releases into articles. The best releases are intended to provide journalists with all the details necessary to create an article with minimal editing. This means that with a little reformatting, you, too, can “create” articles that place your business right in the middle of the spotlight. Publishing these online and inserting links to your homepage can do wonders for search engine optimization (SEO) rankings.

Post your news releases online. Remember that even simply posting them as they are can provide a substantial amount of SEO and significant traffic to your home page (make sure to insert the necessary links). Use popular keywords throughout the release and within links to maximize SEO results. This includes posting the news releases to the news section of your website as well as free and paid public relations news wires and news/press release news wires.

What's the difference between PR news wires and other news wires?

PR news wires are filled with news releases from PR professionals and companies that pay a fee to post their company news. There are several companies that provide these services (PRNewswire, Business Wire, PR Web and others). Each has its own unique features and benefits.

Axia receives volume pricing for these paid news wire services, and we extend discounted rates to our clients. For example, a \$2,000 news wire package may cost less than \$800 for an Axia client, depending on current volume and promotional offerings.

The Associated Press contains stories published exclusively by AP correspondents and newspapers that subscribe to the AP service. Companies are unable to pay to have their news placed here. Editors select the content they post to the AP wire based on the overall news value.

Other major news wires include Reuters and Dow Jones. Axia has relationships with these unpaid news wires and we actively pitch our clients' best stories to our contacts within these news wires.

Utilize news releases as subject matter for blog posts. A news release is designed to provide content worth talking about, right? That being the case, why not select the more “juicy” parts and revamp them into blog posts? This provides readers with engaging content that has them thinking and talking about what matters most: you.

Insert releases into emails and newsletters. Keep a steady stream of information that goes straight to target audience inboxes. With or without an article, this ensures that your business remains relevant, providing an educational source which reminds your audience of you and your accomplishments. Again, continuing a steady stream of information helps create a perception that business must be good – why else would you be getting so much media attention?

Mail or fax your news releases. It might sound old-fashioned, but it'll stand out and they'll have to touch it. Email is easy to delete; people have to touch a fax or mailing to decide if they want to throw it away. If it's short, they'll read it. Send it to customers, prospects and newsrooms. Heck, for fun, try sending it to your competitors, if you want!



Jason Mudd, APR, is the CEO of Axia Public Relations and an Emmy Award-winning, accredited public relations practitioner, speaker, author and entrepreneur, and he is certified in inbound marketing through HubSpot. His public relations portfolio includes work for established national brands such as American Airlines, Dave & Buster's, Florida Blue, H&R Block, Hilton, HP, Miller Lite, New York Life, Pizza Hut, Ray Charles and Verizon, as well as emerging brands like Brightway Insurance and Pragmatic Works.

SHARE YOUR TIPS

Please share with us how you promote news and media coverage in your company – both internally and externally. We'll collect your ideas and post them on our PR blog!



CONTACT US NOW

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