

THE BUZZ NEWSLETTER

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Message from the Partners...

We've already been out cleaning up the garden, getting rid of those old, dank, dead leaves and pruning the shrubs. We've seen the crocuses and snow drops, and we are loving the site of daffodils and tulips in bright array. Now we are looking forward to planting and the start of summer.

Spring is a burst of new energy and life for our businesses, too. We hope you've been able to clear the ground for new growth, and that this issue will give you some great ways to fertilize and renew.

This month we give you our take on how to set up your public relations program. Just like all our programs, it's a systematic approach that will yield terrific results - no more "ideas of the week".

Wishing you good business,



The Marketing Masters

10 Steps to Unleash Your PR Lead Machine:

What Our Seminar Participants are Saying...

"I like everything that I heard today and I learned a lot. I am ready to face all my clients after one week of starting."

"Actual tools were provided that added value to my marketing goals.Thanks."

"I really enjoyed all of the information on creating a great ad. It helped greatly."

"I enjoyed the hands on activities – it was valuable time spent, sitting down and writing out ideas/concepts for personal branding, then saying out loud."

"I liked the interaction between participants and facilitators – best way to learn."

"Binder and handouts look very interesting will be using them for sure."

"Very easy to understand. Helpful interactive with group. Good input."

"Good use of presentation materials. Good involvement of participants. Kept it moving – avoided getting bogged down by individual discussions."

"Clarity of presentation

PR is a powerful small business marketing tool. By PR, we mean getting positive press mentions about your firm in local, trade and national publications.

These mentions are so powerful because they are seen to come from unbiased 3rd parties. So, they are more believable. People may think ad messages are just sales hype, but when they read about how great you are in the local business journal... well, it must be true.

A lot of people think that gaining positive PR is luck. No! It's the result of a systematic commitment to generating media coverage.

The hardest part is getting the PR machine rolling. Once you get coverage, it just keeps on coming. The more coverage you get, the more the press will keep coming back to you.

Here's our step by step system for generating positive press coverage.

Step 1 - Build relationships before you ask for the order! Target your media sources, including a growing list of Internet based media and news resources. Start networking with these media targets today by requesting editorial calendars, sending industry information, commenting on stories they write, passing on surveys and data, inviting them to workshops.

Tip: Network with the advertising sales folks at the publications too, they will give you lots of good information about who does what and where in the course of trying to sell you an ad.

Step 2 - Create three or four central media themes for the year that support your core marketing message.

Step 3 - Create a list of ten to twelve minor, but interesting, marketing related themes for ongoing PR. You need to fill in with volume while you are working on the front page feature.

Step 4 - Create a [PR calendar](#) and assign a PR theme and goal for each month. Focus on one publication or one writer and you will be amazed at how much you can accomplish. Remember to target editorial calendars (Publications will often assign themes to a month. Match your pitch to their theme.)

Step 5 - Write a [fully developed pitch](#) for each of your major themes - A pitch is a story idea that you can "pitch" to a member of the media. This is not a press release, but more of a sales job. Wrap your story idea around a news angle or trend and package the pitch to interest the readers of a specific publication you are pitching. You can change and repackage your pitches as needed. These are reserved for your central media themes.

Step 6 - Formulate one page [press releases](#) with catchy headlines for each of your minor themes.

Step 7 - Once a month, target your core media list and distribute a press release or pitch for a major theme. Post all press releases on a national wire service such as PRWeb and send copies of your press releases to clients and prospects. Don't forget op-eds and letters to the editor.

Step 8 - Follow-up with your core media list by telephone and offer some new piece of news or trend angle that you did not include in your pitch or press release.

Step 9 - Track media coverage in local and trade press, set-up Google Alerts for a number of key related terms and reprint for marketing purposes any media coverage received.

(content) was excellent. Fast pace enjoyable. Slides informative. Handouts were very thorough and well documented. Thank you."

"Liked having the opportunity to think outside the box and analyze my marketing plan."

"Interactive. Advice. Overall great seminar. Thank you."

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[Refer a Friend](#)

Step 10 - Send handwritten thank you notes (or t-shirts) to members of the media to thank them for an interview or mention.

Are you starting to get a glimpse of how combining advertising, PR and referrals can build momentum and create marketing energy?

[Duct Tape Marketing Instant Press Release](#)

Hot Off The Press

- We are delighted to welcome Cleve Pendock of Pendock Mallorn Inc. as a Marketing Masters client.
- Liz presents "Improving Presentation Effectiveness. What you must know to make all your presentations powerful, compelling and persuasive." at Schulich in May.
- Ken's new radio creative for [Kitchen Classics](#) in Cobourg is on air at Classical 103.1
- We are joining Aftershock Creative in Oshawa to develop a fund raising program for the [Grandview Children's Centre](#).
- Liz provided two workshops in April for the [Institute of Communication Agencies](#) (High Performance Account Management, and Negotiating Skills) as part of The Masters Certificate in Marketing Communications at the Schulich Executive Education Centre, York University.

Special Offer

[Duct Tape Marketing Instant Press Release](#)

[Free Online Press Release Creator](#) Allows You To Instantly Create Powerful, Attention Grabbing, Perfectly Formatted Press Releases in an instant.

Now even people who have never written a press release before can crank out professional looking press releases in a matter of minutes.

Instant Press Release is the creation of a 20-year small business marketing pro and is absolutely free to use.

Instant Press Release is online software created to benefit a good cause or what we call "CareWare" In other words, you are free to use this powerful press release writing program at no charge, use it and tell your clients, friends, subscribers or anyone you like...if, at some point you decide you have gotten some benefit from it, please take the opportunity to donate a small amount to help the Ronald McDonald Children's Charities.

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