

10 WAYS TO PROMOTE YOUR EVENT OR PRODUCT USING PUBLIC RELATIONS

brought to you by the friendly folks at Martin Davison Public Relations!

477 Main Street | Buffalo, New York | 14203 | 716.853.2757 | tmgbrandfuel.com

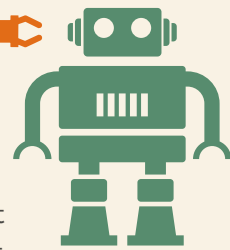


1 GET READY GET SET

- Establish your goal
- Assess your past efforts
- Determine your audience
- Identify your partners

3 BUILD THE PIECES

- Visuals**
 - Photo shoot
 - Video shoot
- Graphics**
 - Quotes of commendation
 - Testimonials
 - Biographical information
- Research**
 - List of outlets & reporters
 - Social media handles
 - Events of interest



REFRESH YOUR LOOK!

- Website imagery
- Social media
 - Profile photos / icons
 - Background images

TURBO CHARGE

- Paid social media boosts
- Influencer/celebrity outreach

Prepare

- Host a brainstorm session
- Draft materials
 - Fact sheet
 - Themes & messaging
 - News release
 - Editorial calendar

7 BLAST OFF!

- Host**
 - Press conferences
 - Open houses
 - Seminars
- Attend**
 - Events
 - Discussions
 - Networking events
- Engage**
 - Investors
 - Sponsors
 - Community partners
 - Elected officials

8 Content, Content, Content

- Social media**
 - Scheduling tools
 - Hootsuite
 - Sprout Social
- Blog**
- Email**
- Earned media**
 - News releases
 - Letters to the editor
 - Community blog posts

4 FILL YOUR TOOLBOX

- Brochures
- Tablecloths
- T-shirts
- Water bottles
- Banners
- Etc., etc., etc.

NOW WHAT?

- Media coverage
- Analytics

Keep it up!

- Influencer content
- Media engagement
- Evaluate and adjust!