

Ep 57: 4 Key Components of a Successful PR Campaign

Building your message for earned media outlets



- A developed message track.
 - A message track is used to inform your pitch, sub-message tracks for your story-tellers and inspiration for any content you create.
 - A message track outlines three components:
 - The key take-away you want everyone to have as a result of the PR campaign.
 - 2-3 reinforcing points that answer "why" someone should believe you.
 - Sub-points underneath each reinforcing points that establishes social proof.
- A compelling hook.
 - You need something that is of interest to earned media. They need a reason to choose your story. The 'hook' is generally an incentive that will be of value to their followers and help them to differentiate from other media outlets. This is called 'creating currency'. This perpetuates growth in their readership or viewership. Popular mechanisms include:
 - Interviews, exclusives, "Peak under the tent", a story to make people feel something, relevancy to the publications topics, seasonally appropriate
- Mediable assets, content and credible sources.
 - These help you create social-proof so that people will believe your desired take-away.
 - This is done parallel with defining your hook as they are dependent on each other.
 - If the pitch is elaborate or visual, you may create a piece of content to summarize and tease. Movies do this with trailers. Think about what a trailer would look like for your story. These are called 'sizzle reels' which are meant to entice and compel the media outlet to want to know more.
 - Identify your credible sources. These are people who offer credible perspective for your sub-points.
- PR expert who has relationships with your desired media outlets.
 - After you create your target media list, shop the list to marketing and PR agencies to see who has the relationships with your list.
 - There are no guarantees you will get placement. Earned media means you have to earn it! Having the desired relationships helps to facilitate and gives you the best chance.
 - If you are small and try and pitch yourself, be prepared to invest significant time. It requires a lot of persistence and is not for the faint of heart!

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete