



Public Relations and Digital Media

Spring Education Series

April 21, 2012

Paul Raab
Linhart PR



“Our charter is to inspire and educate rather than promote. We would rather earn credibility than buy it. The best resources for us are word-of-mouth recommendations from a friend or favorable comments in the press. We advertise only as a last resort.”
– Yvon Chouinard, Patagonia

Topics



- PR and your business
- Working with PR professionals
- What you can do for yourself
- Leveraging digital media

About Linhart PR

- National PR and digital communications firm based in Denver/Boulder
- Deep experience in better-for-you foods and sustainability
- Led by veterans of respected global PR firms and *Fortune* Most Admired companies
- Selected as 2012 top U.S. PR firm of our size by *PR Week*





PR and Your Business

PR is a part of the marketing mix that can:

- Boost your visibility
- Build your reputation
- Engage with current and prospective customers
- Drive traffic to your website
- Make deposits to your "Trust Bank"

PR is more than just publicity,
but publicity is where we'll focus today



Working with PR Professionals

PR Professionals: What They Do



- Expertise in the process
- An independent point of view
- Knowledge of the natural products marketplace
- Relationships with media and key opinion leaders
- Ability to focus on getting the tasks done

PR Professionals: What It Takes to Work with Them



- \$100 -- \$150 an hour and up
 - Could be several thousand dollars in a month
- Clear direction on what you want to accomplish
- A realistic sense of what's possible
- The ability and willingness to engage, in order to help tell your own story to the press



What You Can Do for Yourself

Stand for Something



- Start with your mission – why your product and your company exists
- Make your mission the foundation of your marketing (and media) message
- View the purpose of your publicity efforts not only as gaining exposure for your product – but as educating and inspiring
- Advocacy as marketing



“Whatever its internal confusions, I believe every consumer products company has enormous education potential. It's just a question of what you want to teach and how seriously you want to take it.”

– Gary Hirshberg, Stonyfield

Know Your Target Audience and Where to Find them



- Who are the people who are going to buy your product?
 - Consumers
 - Retail buyers/category or department managers
- What are their media consumption patterns?
 - What publications do they read?
 - What websites do they visit?
 - Where do they live on social media?
 - What events do they attend?

Become an avid consumer of the media
your target audiences consume

Fit Your Product into Stories They Already Are Telling



- If you want a story focused solely on your product, where you control the message, buy an ad
- Media gatekeepers must be persuaded to include your product in coverage based on audience relevance
- You are competing for attention in a shrinking space
- Paths to product publicity
 - Trend stories, e.g., slow food, healthy aging, locavorism
 - Interesting entrepreneurs/against the odds
 - Hot new categories
 - Gift guides
 - Seasonal, e.g., cold and flu season

Research Editorial Calendars



2012 Long-Lead Editorial Calendars for Bamboobies

Magazine	Issue Month	Topics	Begin Outreach:	Follow-up No later than:	Final Deadline, Notes
American Baby	Jan-12	Personal Health, Winter, Pregnancy & Birth	Jul-11	Jul-11	Passed
DailyCandy	Jan-12	Health and Wellness	Early-Mid December	12/26/2011	DailyCandy Kids is published on Thursdays, best to reach out one week in advance. No hard deadline because not subject to same restrictions as a print publication; nonetheless, the one-week-in-advance date is included for all entries
DailyCandy	Feb-12	Valentine's Day	Early-Mid January	1/23/2012	The heart-shape is a great fit for this
KIWI	Feb-12	Pregnancy and Baby: A green and healthy pregnancy, holistic fertility boosters, baby fashion and more	Aug-11	Aug-11	All Bamboobies product great for being green and enviro-friendly. Nursing cover could be an option for fashion while pregnant.
Parenting - Early Years	Feb-12	New Products	Aug-11	Aug-11	Passed - Keep this in mind for Feb 2013 as all of the Bamboobies products would be a great fit
Pregnancy & Newborn	Feb-12	<u>Our Love Issue</u> The bed rest survival guide, Babysafe skincare, Your love life after baby, <u>Road Test: Double strollers</u>	Aug-11	Aug-11	Passed - Keep this in mind for Feb 2013 as the heart shaped pads would make a great addition to a Valentine's Day gift feature
American Baby	Mar-12	Advice, Pediatrics, Baby Goods	Sep-11	ASAP	Deadline likely has passed, but follow up anyway – Baby Goods opp is great, and you just never know! Also ask about April issue's Pregnancy & Birth feature (below) - maybe they can fit you in there!

Get Your Messages and Materials Ready



- Key messages about your product and what makes it interesting
- Fact sheet with key facts and figures
- Bio on you
- Digital images to help tell the story
- Media “pitches”: email text, phone script for follow-up calls



Julie Nirvelli

Founder and Head Honcho

720-470-7690

julie@whitegirlsalsa.com

Julie Nirvelli is the token white girl who was welcomed into a Hispanic family's close-knit circle while she was growing up in San Luis Obispo, California. One day, her homemade tomatillo-based salsa passed the family's discerning table test and the salsa was quickly devoured. In the fun spirit of her close relationship she shared with the family, her salsa got a distinctive nickname from her friends, White Girl Salsa.



While Nirvelli was perfecting her mouth-watering salsas, and fighting to keep her fiesta salsa dishes full, she worked as a radio show host in Denver and later went on to start her own company as a hiking guide. She sold her company and took some time off to welcome her Daughter-in-Chief, Dezi, into the family.

After 14 years of perfecting her savory salsas in larger batches, Julie was ready to turn other salsas green with envy. In 2009, Nirvelli founded White Girl Salsa and has since experienced 185% growth.

To find retailers and learn more, visit www.whitegirlsalsa.com.



Cranberry-Mango Salsa Product Fact Sheet



- Contact:** Julie Nirvelli
White Girl Salsa
720-470-7690
julie@whitegirlsalsa.com
- Description:** Sweet meets saucy in a salsa that brings cranberries and mango to the classic cilantro-onion-tomatillo White Girl Salsa mix. From cream cheese and crackers to good old-fashioned tortilla chips, this sweetie turns mere snacking into an event.
- MSRP:** \$5.99
- Availability:** Available at Whole Foods Stores throughout Colorado, select retail locations in Arkansas, Florida, Indiana, Kansas, Louisiana, Missouri, Montana, Nebraska, New Mexico, Ohio, Oklahoma, Texas and Utah.

Also available online at www.whitegirlsalsa.com.
- About:** White Girl Salsa has been turning other salsas green with envy since 2009. Born from fiesta days spent with a Hispanic family, White Girl Salsa brings the party to your mouth with each authentic serving.

The vibrant, tomatillo-based blends create the party dress of salsas: fresh, sassy, and just a bit spicy, without the vinegar taste. Whether you're craving lots of heat (Hot), a mild-mannered treat (Mild), or just something a bit different (Cranberry-Mango), White Girl Salsas are all available for MSRP \$5.99 and are fast, fresh, and oh-so-dippable. Each is made with fresh produce that gives them an original flavor that will make your taste buds scream for more.

White Girl Salsa is crafted in small batches, not mass produced, using all natural ingredients. By sticking to its guns for using only the highest quality ingredients available, White Girl Salsas

Sample Blogger Email Pitch



Subject: What's making others green with envy?

Hi **Name**,

<Your Name> here on behalf of [White Girl Salsa](#), a new salsa that can add a little spice to your fiestas. I came across your **blog name** blog and saw that you are interested in **blog topic** and thought you would like to try out this new tomatillo salsa.

White Girl Salsa has been turning other salsas green with envy by bringing the party to your mouth with each variety. The vibrant, tomatillo-based blends create the party dress of salsas: fresh, sassy, and just a bit spicy, without the vinegar taste. Each is made with fresh produce that gives them an original flavor that will make your taste buds scream for more.

I would be happy to send you some **<samples, coupons, vouchers, etc.>** to try and review White Girl Salsa or you can find a location to pick some up at www.whitegirlsalsa.com. I can even provide you some extra samples if you'd like to conduct a giveaway like you did with **other brands**.

Please feel free to contact me if you have any questions at **PHONE NUMBER or EMAIL**.

Thanks,

Your Name



Ultimate PR Advice for Entrepreneurs: Focus on Doing One or Two Things Well

Digital Media



- “Owned” communication channels, vs. paid or “earned”
- You control the message – no filter
- Greater potential for engagement with consumers: dialogue, not monologue

Digital Media Tips



- Make sure your website is functional and up-to-date
- Explore free online SEO tools like SEOMoz.org – see the list at socialseo.com
- Don't overlook the potential of email as a powerful digital marketing tool – build a list and use it wisely
- Establish and own your social media channels – those that are most relevant to you
- Focus on building a genuine, engaging presence on one or two platforms – don't chase shiny objects



Thank You
Questions?