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Implementing A Successful PR Campaign: PR Does Not Stand For Press Release!

By Todd Brabender

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There's no denying that the Internet is allowing more and more entrepreneurs to start their own businesses and effectively market their new products. However, there seems to be an increasingly common misconception when these businesses try to generate media attention and publicity for their products or businesses. Over the past several years, I have had more than a few clients come to me seeking "a PR" to get people interested in their products/businesses. That's right "a PR". Contrary to what some people think, PR is NOT an acronym for "Press Release" - it stands for Public Relations. PR is much more than just a press release and that distinction is very important to understand.

I often cringe when I see articles from well-intentioned "marketing" experts that say, in effect: "simply write a press releases, pitch it to the media and just sit back and reap the benefits." Unfortunately, it is far from being that simple. That statement pre-supposes that the media release is written well - containing all the right elements and newsgaps to catch the media eye - and that it is pitched and maintained in the correct media market, which is often the downfall of many amateur PR campaigns. By all means, a press release is an integral part of a PR campaign. But a press release alone does not a PR campaign make. A successful PR/publicity campaign for your business product, website or whatever should include many, if not all of the following:

- An interesting, quality, newsworthy product that the media (and its audience) will find merit in;
- A concise, articulate media release or story pitch - not a glorified ad - detailing the benefits of your product/business/website and what effect it will have for it's users;
- A supply of media "supportives" - product photos (digital & hard copy), possible review samples, etc.;
- An extensively researched media list detailing all applicable media outlets whose editorial profiles match your product/business profile. Here's an important detail --- the targets of your pitch should be "name-specific" not just "title-specific" media contacts. By that I mean the media market research you compile should give you particulars like "Sally Jones-Cooking Editor" not just Tribune Newsroom or Managing Editor;
- A solid, trustworthy media contact vehicle that gets your release/media kit directly into the hands of the

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appropriate reporter/editor/producer and allows them to respond easily to your pitch. (As always, beware of press release distribution services that often times indiscriminately spew your release to hundreds of untargeted media outlets with little or no results.) Research to find out the preferred method of receipt of your media targets - don't just assume an email will suffice. Whether it's by snail mail, email, fax or phone calls, the media can't run your story if they don't hear about it. For one reason or another, some media may decide not to include your product/business in a placement — but don't let them say the reason is because they weren't made aware of it;

·Meticulous media relations to immediately fulfill media requests (photos/interviews/product samples) and extensive media contact follow-ups over several months to generate as many placements as possible. Many times, media outlets can't immediately respond to an initial pitch due to tight editorial deadlines and the time it takes to wade through a multitude of similar media pitches. I have found, without question, that the media interest continues to increase as you re-introduce the pitch and gently "rattle the media cage" over the course of the next several weeks/months;

·Some sort of media tracking capabilities — whether it's your own media follow-ups, Internet research, or a professional broadcast/print clipping service. Having "hard copies" of the placements generated by your PR campaign can be invaluable in the further marketing of your business/product. Media placements are a unique validation of the market acceptance for your business/product and can help you convince new customers of that fact.

Think of launching a PR/publicity campaign like flying a kite. The press release (which aptly details your product/business) is the kite. But if your kite doesn't have the proper amount of string, a good tail, a strong wind and the expert manipulation of the kite flier - it has very little chance of getting off the ground. But if all these elements are in place - a PR/publicity campaign can send your business soaring like a kite on a breezy Spring afternoon.

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Top Secret Tool Builds Traffic

By Larry Johnson

Is it possible that today's internet marketers are missing one of the best, most powerful marketing methods available to them today.

Something that is lying right under their noses and still they have overlooked it.

Something that is free, yes I said it, "free", and they have missed the opportunity to seize it and use it

to it's fullest.

There are many methods of promotion available on the internet and off line too. For several years I have tried just about everything, but there is one that I have not utilized fully. Along with others, I had underestimated the value and power of a press release.

Many netpreneurs are not using the best promotion tool available, according to one expert in the field. Angie Dixon, the Press Release Diva, advises that press releases are the best marketing tool most people aren't using.

A well-written press release, distributed by the several high-quality free press release distribution services on the Net, can bring a wave of traffic, says Dixon.

"I recently ran a press release through a free service. The release was picked up by Google Alerts. I got a subscriber every 87 minutes for 24 hours. I couldn't buy that kind of result," Dixon says.

Yet most netpreneurs aren't using press releases at all, or aren't using them correctly. This is all about to change.

Dixon gives two reasons for this. Many people, she explains, aren't aware that press releases can be such a powerful marketing tool. Others know about press releases but do not know how to write an effective release.

Angie Dixon, the Press Release Diva, offers an interactive online course in press release writing. You will discover all of the necessary skills and tools to develop, distribute and track your press releases.

The additional traffic you will receive from the press releases will be welcome and best of all it is free.

Angie Dixon is the Press Release Diva. Learn more about Angie Dixon's online interactive course, visit:

The first session begins January 16. Course openings are

limited. Enroll now. This article may be freely reprinted as long as this resource box remains intact.



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