

BUILD YOUR OWN PR DISTRIBUTION MACHINE *WITHOUT* BREAKING THE BANK



TODAY

Goal: Get in Front of our Audience

Types of “press releases”

Targeting distribution

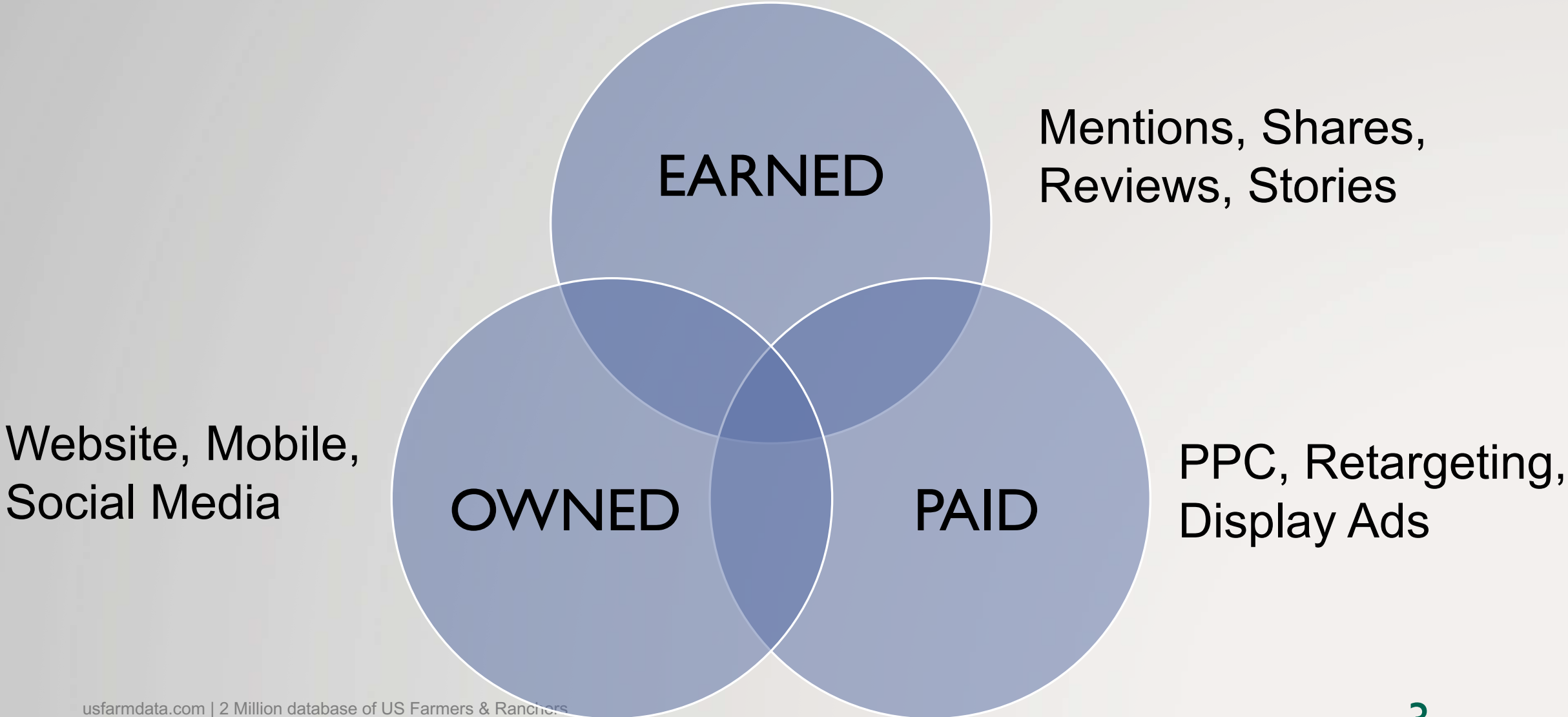
Measuring effectiveness

Getting actual “press”

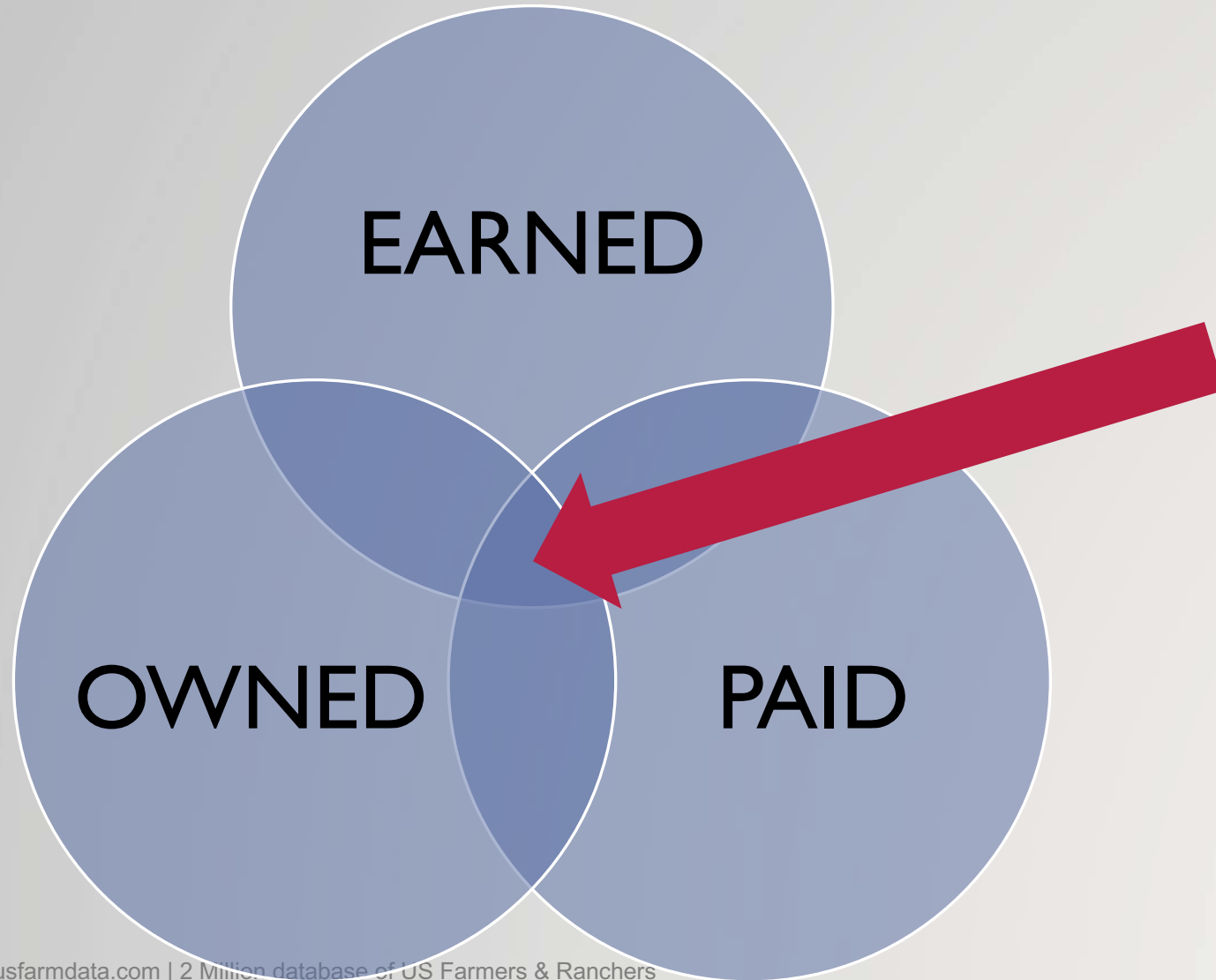
Sum it up

Before we begin. . .

CURRENT MEDIA



WHERE ARE WE?



Leveraging all 3 areas to increase awareness in your target market




Rule of 30

WHY DO THIS AT ALL?

journalists.

[Visit eReleases](#)

eReleases vs. PR Web vs. PR Newswire Summary Table

	 eReleases	 PR Web	 PR Newswire <small>a CISION company</small>
Best For	Best overall press release distribution service	Best for online exposure	Will broadcast an image from your press release in Times Square
Pricing as Reviewed	\$269 (including 30% discount)	\$249	\$299
AP Wire Distribution	✓		
Google and Yahoo! News	✓	✓	✓
Distribution Size and Type	Over 5,900 websites with 100 re-publishings guaranteed	Over 30,000 bloggers and journalists	Over 1,400 websites
Photo or Video Included	<ul style="list-style-type: none">• Free link to photo• \$150 to embed photo• \$200 to embed video	<ul style="list-style-type: none">• Free to attach photo• Video included in premium package	<ul style="list-style-type: none">• Photo and video included in premium package
Writing Services	\$300	\$325	N/A
	www.eReleases.com	www.PRWeb.com	www.PRNewswire.com

“I did a few press releases and nothing happened.”

\$200+ per release can add up fast.

3 TYPES OF RELEASES

Announcement



DEC 05, 2018, 11:33 ET

Pasadena Tournament of Roses® Announces Opening Spectacular Presented By Honda And Grand Finale Presented By Wells Fargo, Float Participants And 2019 Parade Lineup

PASADENA, Calif., Dec. 5, 2018 /PRNewswire/ -- The Pasadena Tournament of Roses® is thrilled to announce the Opening Spectacular presented by Honda, the Grand Finale presented by Wells Fargo, float participants, and parade lineup for the 130th Rose Parade presented by Honda on Tuesday, January 1,...

Story Pitch



DEC 05, 2018, 08:30 ET

OpenTable Diners Have Spoken: The 100 Best Restaurants in America 2018

SAN FRANCISCO, Dec. 5, 2018 /PRNewswire/ -- Today, OpenTable, the world's leading...



DEC 05, 2018, 09:30 ET

LendingTree's State Migration Study Finds Americans Are Moving South

CHARLOTTE, N.C., Dec. 5, 2018 /PRNewswire/ -- LendingTree®, the nation's leading online...

Opinion



DEC 05, 2018, 09:00 ET

United Spinal Reflects on the Leadership of President George H.W.

NEW YORK, Dec. 5, 2018 /PRNewswire/ -- United Spinal Association mourns the passing of...

TRADITIONAL

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Best when looking for reprints/reposts

Great for getting logos on your owned media

Very company focused

PART OF A TREND

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LendingTree's State Migration Study Finds Americans Are Moving South

CHARLOTTE, N.C., Dec. 5, 2018 /PRNewswire/ --
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Spotting a trend and reporting on it

Naming yourself as part of a trend

Focused on being a resource for reporters

WHAT YOU THINK

Opinion



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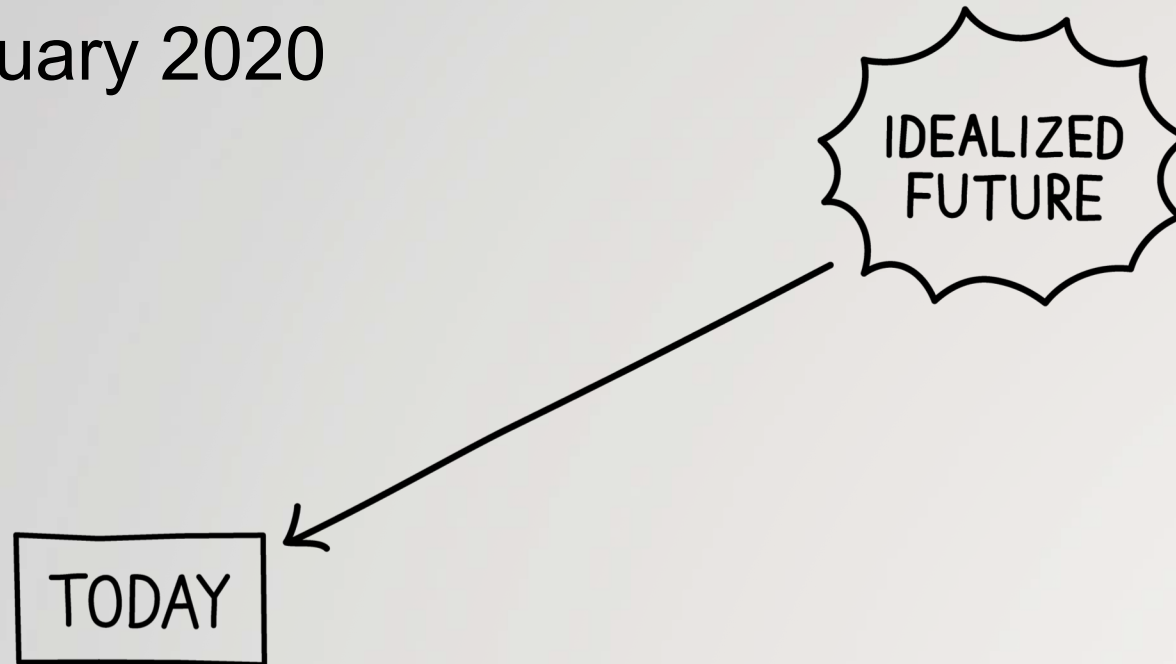
What's your take?

Newsjacking is how David Meerman Scott describes it.



GOOD GOALS

Start with January 2020



Work back to January 2019

GOOD TRACKING

What measures work best?

Evidence: Hard, Anecdotal, 3rd Party

Impressions

Target Audience Impressions

Company Name searches

In Google Adwords

Mentions, Articles, Interviews, Podcasts etc.

GOOD BUDGETING

3 scenarios – Good, Bad, Ugly

Solo Consultant. Budgeted \$2,100 for the project.

Best Case: New client at her average rate, \$7,500.

Can live with: 4 articles accepted, 6 mentions, all leveraged for impressions and an inquiry

Need to go another way: no articles, no mentions

THE JUICE: YOUR DISTRIBUTION

Where are your people?

LinkedIn?

Facebook?


Newsletter lists?

Website visitors?

Build distribution lists

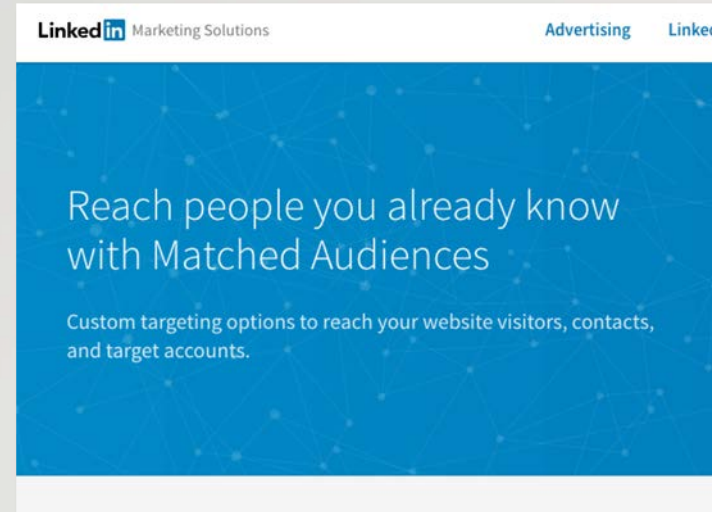
- Customers
- Target customers
- Press

YOUR PEOPLE



Why Mailchimp? [What You Can Do](#) [Pricing](#) [Resources](#)

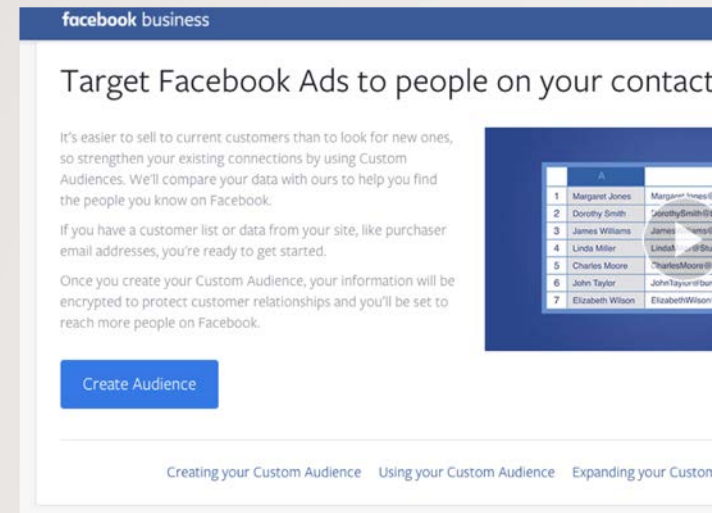
Mailchimp helps you find your people and keep them engaged so you can keep growing your business.



LinkedIn Marketing Solutions Advertising LinkedIn

Reach people you already know with Matched Audiences

Custom targeting options to reach your website visitors, contacts, and target accounts.



facebook business

Target Facebook Ads to people on your contact

It's easier to sell to current customers than to look for new ones, so strengthen your existing connections by using Custom Audiences. We'll compare your data with ours to help you find the people you know on Facebook.

If you have a customer list or data from your site, like purchaser email addresses, you're ready to get started.

Once you create your Custom Audience, your information will be encrypted to protect customer relationships and you'll be set to reach more people on Facebook.

[Create Audience](#)

[Creating your Custom Audience](#) [Using your Custom Audience](#) [Expanding your Custom Audience](#)

	A	
1	Margaret Jones	Margaret.Jones@1234
2	Dorothy Smith	dorothy.smith@1234
3	James Williams	James.Williams@1234
4	Linda Miller	Linda.Miller@1234
5	Charles Moore	Charles.Moore@1234
6	John Taylor	John.Taylor@1234
7	Elizabeth Wilson	Elizabeth.Wilson@1234

THE PEOPLE YOU WANT TO KNOW YOU

Define that market
Harvest internal lists
Look for 3rd party lists
Don't discard so fast

2.5 Million Farmers & Ranchers Leads To Grow your business. Grow Your Sales With This Powerful Farmers & Ranchers Leads

ARM DATA™

800-960-6267

HOME WHO WE ARE SEARCH NOW WHY US? SUCCESS ORDER BLOG CONTACT US LIBRARY

Partner With One Of The Top Mailing List Companies To Reach Farmers & Ranchers

US Farm Data (www.usfarmdata.com) is one of the premier mailing list and database marketing companies when it comes to reaching farmers and ranchers. That's because we have a database of 2 million farmers and ranchers in the US – complete with crop type, livestock type, number of head, number of acres, number of farms owned and much more.

By having all this extra information on farmers and ranchers, you can create a database that specifically matches the type of farmers you want to reach. This way you don't have to spend money on names that you don't need. The database is ideal for direct mail (mailing lists), telemarketing, sales leads and market research.

Example of some lists:

- Need a list of corn, wheat and soybean growers in four states? No problem. Easy as a matter of fact.
- How about a list of fruits and vegetable growers in the upper northwest? That's easy too.
- Or how about cattle and dairy producers with over 50 head a 6-state region? We can do that as well.

Farmers and Ranchers aren't the only ag database we have. We also have the following files:

1. 64,317 Ag Businesses
2. 318,475 Equine (Horse) Owners
3. 7,122,789 Acreage Owners

Our Ag Businesses database is a list of businesses that sell to farmers and ranchers. These businesses include a variety of verticals – from seed corn and equipment dealers to insurance companies and local agencies to land and livestock management firms.

CONTACT US
800-960-6267
or complete the form below

*Name
*Email
Phone Number
Company

Get Started

THE PRESS

Inc.

GROWTH THROUGH ACQUISITION

Can a Startup Transform General Mills? The Saga of Epic Provisions

The hippie endurance athletes behind Epic Provisions sold their natural food company to General Mills for a reported \$100 million. It began as an unexpected love affair. Then, it got complicated.

in f t

By Tom Foster Editor-at-large, Inc. @tomfoster2

Inc.

Tom Foster

Tom Foster is an *Inc.* editor-at-large. His work has also appeared in *Details*, and *Men's Journal*, among others. A longtime New York Times contributor.

@tomfoster2

INC. ENTREPRENEURSHIP INDEX
Sure, Self-Driving Cars Are Sm...

HOT SPOTS
5 Reasons Austin Is a Sweet Spot for Food Startup (and the Effect)

GROWTH THROUGH ACQUISITION
Can a Startup Transform General Mills? The Saga of...

Be concise yet informative.

Very few cold pitches need to be more than, say, 10 sentences, and the best ones are often less.

Explain why anyone should care.

Get me interested to learn more, but more important, make me want to tell this story to the readers of my publication.

Show that you can pull it off.

If you want to pitch the huge, ambitious, weighty feature you've been mulling over months, go for it. But make sure you've laid out how you're going to put it together, along with the clips to demonstrate that a story like this is within your range.

"The best freelancers use their pitches to showcase their writing skills — especially when pitching an editor for the first time," said Nick Baumann, an editor at HuffPost. "A pitch gives me a better sense of your raw copy than your edited clips do. If your pitch has a fascinating, beautifully written lede, your story probably will, too. If the pitch is confusing, the filed story is likely to be, too."

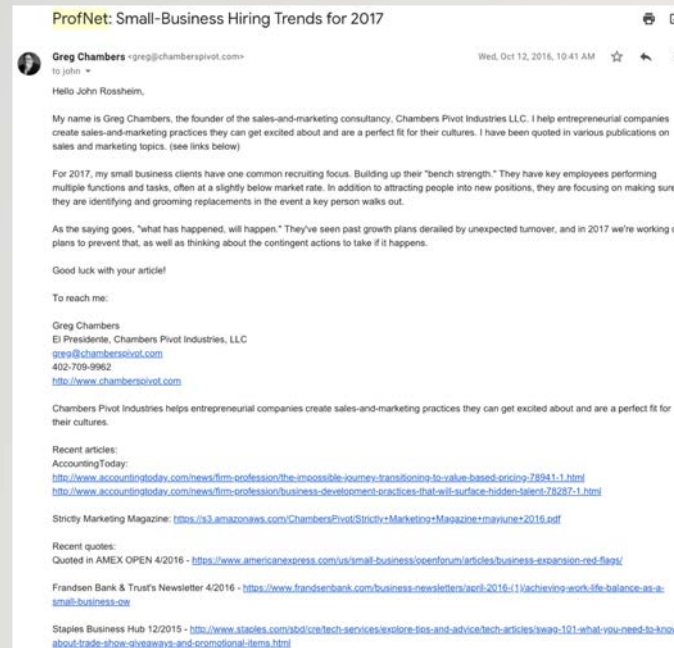
<http://www.niemanlab.org/2018/10/how-to-successfully-pitch-the-new-york-times-or-well-anyone-else/>

GETTING PRESS MENTIONS

Subscribe to HARO – Help A Reporter Out
(free, so it's a lot of work)

Subscribe to PR Leads
(\$100 a month, but the publications are better)

Quick bullet point
or two is all it takes.



- Who you are
- Your 1-2 points
- Your contact info
- Examples

WRITING YOUR OWN ARTICLES

Similar for pitching articles you write:

Be concise yet informative.

Very few cold pitches need to be more than, say, 10 sentences, and the best ones are often less.

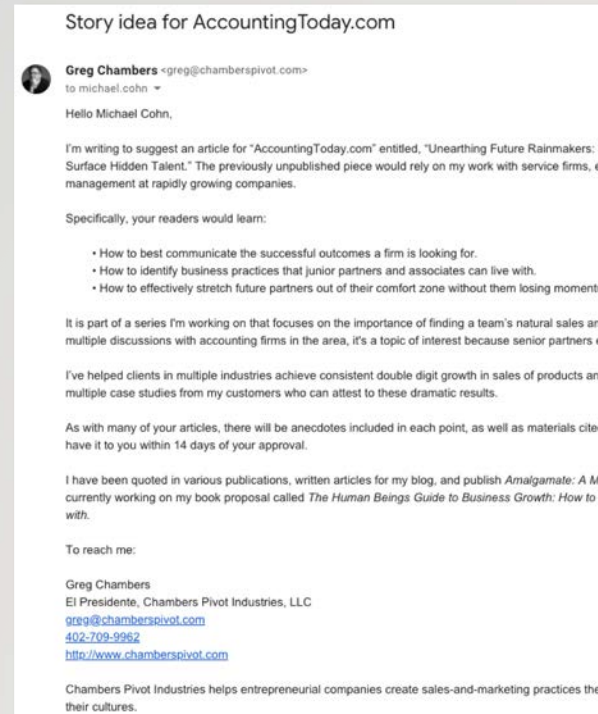
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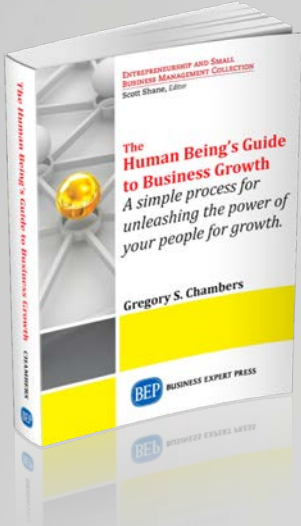


- Idea
- What readers get
- When it can go
- Evidence if they say yes, you'll do it

WRAPPING IT UP

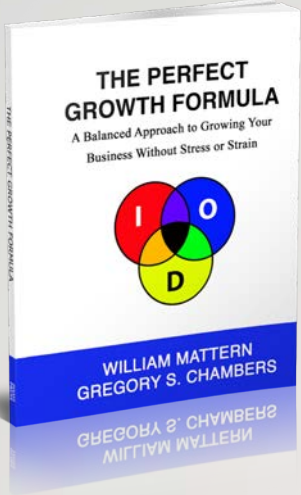
- Begin with the end in mind
- Segment your audiences
- Have a point of view
- Focus on the end consumer
- Don't keep yourself a secret
- It's a process, not an event

FREE RESOURCES



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain



LeadGen Compass

Learn more and Sign up at leadgencompass.com

CONTACT A MARKETING COACH



USFarmData.com



LeadGenCompass.com



Tel: 800-960-6267



Info@usfarmdata.com