

Tuuti



THE SECRETS TO A SUCCESSFUL PR STRATEGY



GETTING STARTED

- Get involved with your local chamber
- Build relationships with local media, influencers, and your local network
- Attend regular networking events
- Ensure that your website and social media profiles are professional and up-to-date
- Create Media Kit/one-sheet to convey your company story or personal story as well as
 - Company story/mission/values
 - Company highlights/services/products
 - Owner/team member bios
 - Awards/"As Seen In"
 - Quotes from customers
 - Contact information
 - Include high quality visuals, logos, and infographics to make it visually appealing



RESEARCH

- Research local publications, media, podcasts, influencers, events, conferences, awards
- Research sponsorship and non-profit opportunities
- Research national holidays that align with your company
- Research potential member-based committees
- Monitor industry trends to stay up-to-date

PR STRATEGY

All of the research must be at a good spot before creating the PR strategy

- Create PR content calendar with relevant dates
- Set clear goals and define what you want to achieve (brand awareness, lead generation, event attendance, community involvement, etc.)
- Create outreach/pitch plan
- Develop a set of core messages that communicate your brand's story and value proposition
- Determine certain topics/stories you are comfortable speaking about
- Determine what your angle will be when pitching a podcast, speaking event, or local publication
- Align PR strategies with social media





OUTREACH, OUTREACH, OUTREACH!

Be sure to attach your media kit every single time you are pitching. And of course, a press release if you have one for that specific pitch content.

- Personalize each pitch to show that you are genuinely interested in their past work and have done your research
- Find something you can relate to and find reporters/hosts that are speaking about your industry
- Timing is everything
 - Avoid holidays or busy news days unless your story is directly relevant to those times
- Use compelling email subject lines
- Leverage social media and engage with reporters/influencers on social media to grab their attention
- Can you find someone that you both know? If so, mention their name!
- Be sure to provide all of the information and specifics so there is minimal work on their end
- Be intentional and concise about your pitch
- Offer a call to action making it easy for them to respond
- Be persistent but polite
- Track your outreach to ensure you are staying on top of follow-ups





LET'S CONNECT

Want help creating a media kit or want to see ours?
Email Caylie@tuutiagency.com with any questions!



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