



Carmichael Marketing Training for Wicklow PPN

Thursday 30th September 2021

What Comprises the Media?

- Print media: newspapers, magazines, newsletters.
- Broadcast media: radio and television.
- Digital media: websites, blogs, podcasts, social networking.
- National / regional / local media organisations.
- Community / commercial / public sector broadcasting.
- Sectoral media (e.g. NGO sector).

What are the media looking for?

- New information: facts, figures, research findings, impact stats...
- Information they cannot get anywhere else.
- A different / exclusive angle.
- Direct quotes or opinions.
- Feature / human-interest stories / case studies.
- A good photo opportunity or TV footage (including “packages” for radio or TV).
- Relevant, tailored and succinct information.
- Immediacy / timeliness.

Identifying PR/Marketing Opportunities

- What is the single most interesting or newsworthy point about your activity / initiative / event? What is new or different about it?
- The angle doesn't always have to be news-focused; sometimes, a human-interest angle works best (e.g. personal story of someone affected by an illness your charity focuses on).
- Sometimes, you may have to create your own angle (e.g. conduct a survey and release the results).
- Awards ceremonies.
- Can you tie in with events of the day, e.g. a commemorative date or anniversary?
- Is there anything controversial about your proposed PR activity? (This isn't necessarily a bad thing!)

Other potential PR/marketing opportunities

- Get a high-profile personality involved in a campaign and to do an interview.
- Appear before a public body (e.g. Joint Oireachtas Committee).
- Collaborate with another organisation or a media partner.
- Organise a major public event (e.g. concert, protest).
- Organise a media event.

Press Release: The Essential PR Tool

- A written statement detailing the “story” and highlighting the news angle(s).



- Typically issued by email to target media outlets.
- Ultimate goal: to see your press release reproduced – in its entirety and with no changes – in target media outlets (therefore, press releases should be written in the style of news articles).
 - NOTE: this rarely happens!

Preparing Your Key Messages

- Have three concise points – don't try to squeeze in too much information.
- Use ordinary language – avoid jargon, abbreviations and acronyms.
- Be positive.
- Use “storytelling” where appropriate – give real-life examples.
- Avoid too many figures / statistics. Make sure any you use are easy to understand.
- Don't have too many spokespersons quoted – never more than three.
- Don't forget to explain what your organisation is / does!

Components of a Press Release

- **Headline:** should grab the essence of the story.
- **Release date:** include the date and month
- **Lead paragraph:** summarise the core issue; should only run for two to three sentences; and should be able to stand alone for use in a broadcast news report.
- **Top three paragraphs** should answer: Who? What? When? Why? Where? How?
- **Body:** should elaborate on lead paragraphs and include (usable) quotes, relevant facts and figures.
- **Contact details:** at the end, type the word 'ENDS' and include follow-up contact information after that.

Maximising the Reach of Press Materials

- Use tools like Instagram Stories, Twitter and Facebook to broadcast media events.
- If budget allows, use online visual resources such as infographics and teaser videos to accompany your press materials.
- Agree a hashtag for your media event / campaign in advance, and use it consistently across all platforms.
- After issuing your release, post it on your organisation's website.
- If the tone of your site is more informal, edit your release accordingly and publish it as a blog post.
- Share the link to the release on your social media channels.
- Share the pics from the photocall / event on your social media.

Cost-Effective Ways to Get Attention

- Enter awards programmes.
- Attend and speak at networking events.
- Use social media (cheap, but don't forget that you need to invest a lot of time to do it well).
- Don't just promote yourself on social; use it to connect and build up your network (interact with relevant journalists!).
- Use free tools like Canva for creating graphic content.



- If you can't afford a photographer, do you know someone who will volunteer for this job (and who is competent!)?
- Can you barter services?
- Be creative!

Developing a Digital Marketing Strategy

- A digital marketing strategy should support any existing organisational or business strategy.
- It should outline a plan for everything you aim to achieve withing a defined time period.
- It should guide your plans and actions on social and digital media going forward and provide a framework on how you measure success.

Identifying Your Target Audiences / Customers

Who is it that you want to reach through social / digital media? Do you have clearly defined stakeholder groups?

- Existing and potential service users / beneficiaries
- The families of existing and potential services users / beneficiaries
- Existing and potential donors (Individuals? Organisations? Corporate partners?)
- Partner and allied organisations in not-for-profit / health / community sectors
- Research centres, funders, etc.
- The media (National? Sectoral? Local? International?)
- Political figures / Advocacy & lobbying groups
- Existing and potential ambassadors

Exercise

- What are your organisational objectives?
- What are your marketing objectives (and how do they align to the overall organisational objectives)?
- Who are your target audiences for marketing activities?
- Can you identify tailored messages for each target audience?

Developing Content

What have you got in your arsenal already?

- Impactful research findings
- Human interest stories
- A powerful spokesperson
- Well known advocates or champions
- A supportive network
- Fundraising channels
- Subject matter experts
- Testimonials and case studies
- A strong brand
- FAQs
- Media coverage
- Skills within the team (An eye for design? The gift of the gab? A way with words?)



- Existing photography, video, audio
- Budget to get more?

Possible Tactics

- Create Evergreen Content – versatile, on brand assets which can be rolled out at any time alongside a wide range of messages
- Storytelling & Retelling & Retelling - one case study can create a number of blogs, video clips, audio clips, graphic quotes.
- Influencer Engagement – engage with and tag relevant influencers of partners to encourage their buy in.
- Jump on the Bandwagon – join conversations or get creative with new trends, *for example, 'Where it started / How it's going'*.
- Create Regular Features – develop banks of content that delivers key messaging regularly, *for example, a 'Meet the Team' post*
- Create Shareable / Taggable Content – encourage your most engaged audiences to tag their friends, share your post, *for example, an 'I nominate' easy fundraiser / awareness raiser*

How will you measure success?

- What does success look like?
More followers? More post likes? More page views?
- What are they *actually* trying to achieve? Remember to be SMART
Increase brand awareness? Audience size / Reach / Mentions / Shares
Drive website traffic? Page visitors / Link clicks
Increase donors? Post engagement / Shares / Subscriptions
- Consider specific metrics for different audiences / key messages / types of content.

Content Ideas for your website

- Your latest news / press releases.
- Event notices.
- Job vacancies.
- Testimonials / case studies.
- Interviews (written, video, audio).
- Lists.
- Sectoral insights.
- Featured partners.
- Weekly / monthly themed posts to give structure to your content plan (e.g. 'Learner of the Month...')

Time Management

- Consider devoting one morning a week / month to digital strategy and content planning.
- Organise the drafting of required content (blogs, event notices, etc.) – and make sure content being drafted is aligned to your communications objectives and agreed keywords.
- Set deadlines for all content being prepared by others on your wider team.



- Draft as many pre-prepared social media posts as possible.
- Use Tweetdeck or Hootsuite to schedule your posts.
- Spend some time each month reviewing analytics and tracking results.