

How to create free publicity¹

How Britain's First Submarine Generated £100,000 Of Free Advertising!

IN FACT the story that follows connects PR with the next pillar – events and how both complement the other to generate fist-fulls of leads.

During the early '80s. we received a call from one of the curators of the Royal Naval Museum at Portsmouth. He asked us to treat the Holland 1 submarine with a special anti corrosive material.

The submarine, which had sunk in 1904, had been found and was to be salvaged. The staff at the museum feared that it would corrode quickly as it came out of the watery depths of the English Channel, and be lost forever. The curator had seen an article that I had written and asked us to help. We did and we had the great pleasure of witnessing the event and of course treating Britain's first submarine with anti-corrosive protection before it could be effectively restored.

You can imagine how much press coverage the whole event received – in all we captured some £100,000 worth of advertising and created enormous awareness for the product.

Two Types of PR

People are often unaware that there are two types of PR. The first is 'Story Led' PR. The second is 'Expert Led PR'

It's generally thought that the only way to get Press/Media coverage is to generate a story

that will appeal to journalists and writers. This is the most common form of PR and is well worth pursuing. This is 'Story Led PR.'

However, there is a second, very effective way of getting media coverage. This involves positioning yourself to the media as an 'expert' either in your specific profession, or in a field related to your profession.

Sourcing Media Contacts

You have three basic options for sourcing your media contacts:

1. Do it Yourself! Look for media contacts in the publications that you are interested in targeting and/or contact publications directly.
2. Get information from a media guide such as The Guardian Media Guide (available at Amazon)
 - It's normally worth creating a press release but remember - the press release is just a tool and you can't beat personal contact.
 - The norm is to send out the press release and then follow up. Alternatively, it can be worth putting in a call first, particularly if you have specific people you want to target. You can post, fax or email your release. A combination of all three works well.
 - Include a personalised covering letter (or email) with the press release.
 - Follow up with a phone call. Get to the point and quickly sell what's in it for them and their readers/viewers.
 - When targeting radio and television, remember that whenever you speak to someone, they're checking you out. The media loves a good talker.
 - Keep making contact until you get a definite 'No'
 - Ask if there's anyone else who might be interested.

¹ From: The Marketing Toolkit For The Contemporary Marketer by Andrew Pearson

- Don't hesitate to target different people on the same publication
- Go back to the same journalists a few weeks later, even if they say no.
- When you make a good contact, stay in touch.
- In all of your contact with the media, be passionate and if appropriate, outspoken and controversial.
- Above all, be very tenacious

3. Subscribe to a media contact service such as Romeike.

How to Contact the Media

TV Shows

With so many TV Channels and so many new shows, TV opportunities will arise for you, whatever business you are in. Keep an eye on the schedules and make a note of the relevant TV production companies. Send your biog to the production companies even if they're not producing any obvious shows at the moment.

One of the bonuses of Pay per Click

How to layout a successful news release

Information	From	<i>All on 1 page</i>
Date		<i>Use wide margins</i>
Headline		
What where when who		<i>Use double spacing</i> <i>Justify left</i>

Advertising is that it can bring you additional PR and TV enquiries.

Internet PR

- Companies such as PR Web and PR Newswire offer services to immediately send your press release to thousands of journalists. They also publish your press release online which can give you a fast presence on the search engines
- The big development in online journalism is the use of articles. Write articles, get other sites to publish them with links back to yours and/or publish them on your site and encourage others to link to you

PR 'Extras'

- Avoid Media 'Events'
- The Journalist's Most Important Tool
- Editorial with Ads
- Don't Ignore Radio and TV

100% pleased with their bouquet, they can walk away and not owe us a penny. No questions asked.

But hurry ...first 45 people only. Why not phone for yours

Further details from Judith Payne free phone 0845 000 000

Ends

Attach: 1 photograph of Judith with a smiling customer

Special Events and Information Nights

Special events can give you great distinction and connection with your customers – and they can be a lot of fun! You offer your prospects and customers a chance to come to you to learn more about your products or service and its benefits or results.

I once knew a lady, by the name of Janet who taught me all I know about running events. She used them to raise the profile of her unique business in Kent. Her achievements were immense. She drew scores of people to a range of events, charity events, coffee meetings, balls and parties, you name it she did it. And because much of what she did was newsworthy she got the press involved and that raised her profile even more.

You create an opportunity and bring your prospects and customers


- to meet you and / your team ,
- to meet experts in your field who possess knowledge and ability beyond your own,
- to enjoy a unique social and entertainment experience, or to bring your customers and prospects together with a view to acknowledging their

importance to you, and to transfer their loyalty and satisfaction to the prospects to whom you are trying to sell

Such events can be put on by you or in conjunction with JV partner(s)

To read more about strategies to grow your business [click here](#)

Best wishes



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- [The Simplicities of Marketing Planning](#)

- The Secret Language of Control
- The Power of Word of Mouth

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