

For Immediate Release



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PUBLIC RELATIONS: FIVE WAYS TO CAFFEINATE ... IN A SLEEPY ECONOMY

BRIDGEWATER, N.J. - July 2010: The Dilemma's:

- The “who are you”: Start up who?
- The lone ranger: No clients/no clients willing to talk
- The ?: You make what? How? Why? For who?
- The late bloomer: New product launch ... in 2012
- The sleepy one: Old industry, old technology ...

Classic PR approaches are SO boring ... you must be innovative with pizzazz!

| PRESS RELEASE CATEGORY | EXAMPLES |
|----------------------------|---|
| Special events | Create a holiday- a day in which is devoted to certain aspects of your business ... promote promote promote |
| Awards/Recognitions | Win a business award. This takes time joining organizations and apply apply apply for recognition in your field |
| Product/Service | Host an informational and fun workshop on your industry... Entice your potential clients with goodies, free advice and prizes! |
| Promotions | Create a contest with a twist. Example: Hold the “ugliest tee-shirt” award ... it will bring buzz to your company while getting your prospects involved |

Know who decides what is newsworthy and actually read their publications ...
Also, think about what would be exciting to read about yourself...Put yourself in that position!

You → Editor, Reporter, Producer, Blogger, Reader

You think you have nothing... cause your industry is down and out, or well not so dramatic?
Think again- **BE CREATIVE** ... here's my pep talk:

Always a story

Always an event

Always an audience

Always an outlet

Always an angle and interest

Idea 1: Know your environment and what is going on in your area or nationally ...

- Capitalize on a trend
- What are the headline stories in your targeted publications?
- What is blogged about?
- Holiday trends
- Green trends
- “Cool/Hip” Trends in your marketplace
- Positive or negative? Don't be afraid to go dark...

Idea 2: Story is snatched & stolen! Be all over it ...

- Take over the story you don't have to play nice...
 - Have a new, creative angle- do a 180
 - Next-day topic: Be proactive in anticipating what is next
 - Be ready to be malleable and change shape according to your economic environment
 - Change the conversation and make it about you and your organization
 - Be the expert... jump on in ☺

Idea 3: Content is the way of the land...

- Juicy feature articles are written with care
- Being images make the case for you
- Radio helps make your thoughts sing
- Polls, surveys and quizzes are fun
- Be accessible... make sure your content is easily:
 - Downloaded
 - Installed
 - Attached
- Remember, if you have it... they will **USE** it!

Idea 4: Hidden Treasures... so search, search, search & don't give up

- Human interest
- Quirky/Comical
- Controversial
- Unexpected
- Celebrity
- Interesting people
- Profiles on award winning co-workers, freelancers

Idea 5: Cause a stir. Create drama and controversy

- Take a hard, opinionated stance on an intriguing issue...
- Get smack dab in the middle of a debate- mix it up!
- Make sure your voice is heard!
- Bold statements are key!
- Plan a media event that sets you apart, press conferences rule!

Located in Bridgewater, N.J. For more information please visit the Victory Marketing website at: www.victorymarketinggroup.com or send an email to lyndsay@victorymarketinggroup.com