The Power of Public Relations and Marketing

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What is your story and what is your brand?

- **Executive Summary:** Short and sweet, but try to make the connection to the ultimate consumer.
- Examples: Highlight your best/interesting feature as part of your description. This should create conversation.
- **Branding:** What are you known for?
- Example: Nike = Athletic shoes

Background

- Leave boring descriptions at the door.
- If you were going to talk about your personal background you would be confident and positive about your description.
- History, key events, fun facts, etc.

Situational Analysis

- What do you bring to the table other cities or towns don't?
- Do you have goals? In order to plan for the future you have to see it.
- What are some of your best attributes?
- What are some of your challenges?

Positioning/Competitive Analysis

- What do other cities or towns have that you don't?
- Do you have people or businesses that want to help?
- Have you asked people or businesses if they want to get more involved?
- How can you improve and be better?

Goals

- Do you have data to track your goals?
- Have you determined your goals?
- Are they quantifiable?
- Can you do more with your website?
- Do you use Google Analytics?
- How close are you to your audience? Be one to become one.

Audience

- See marketing map
- Who are your trying to reach?
- Where are they getting their information?
- How are they being influenced? Ads? Public Relations? Word of mouth?
- Each communication tools should have a target audience.
- Speak their language. Good copywriting can make a big difference.

Key Messages

- See message map
- What is your 7 second sound bite?
- What is your bread and butter?
- Do you have an elevator speech?
- Your key messages should be the things you want people to think about the most when they think of your brand.
- Example: Tide...

Tools for implementation

- Answers: Tide…laundry detergent, orange bottle, To-go stick stain lifter.
- How did we come to our answers?
- Power of reputation, consistency and innovation.
- See communications tools document
- Talking with the media is VERY important!

Budget

- Trip to the grocery store
- Track your finances
- Spend wisely, make sure you connect with your target audience
- Plan for the unknown
- Use time and resources wisely
- Take advantage of freebies!

Measurement

- Data and statistics will show your success
- Use codes and coupons that track your audience
- Ex. New England Outdoor Center, Send me for $99!
- Every touch point is a chance to learn something. Phone calls, e-mails, store fronts, business cards.
- Evaluate, adjust and execute.

In summary

- You need a consistent message
- Become known
- Gather data about your customers/visitors
- Decide on your audiences and the best way to reach them
- Plan your budget
- Evaluate and adjust

Questions/Comments

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