



Getting things done with tactics

Tip of the month: Conduct research, and planning development before implementing tactics in your PR campaigns



Greetings!

During my career, I've worked with hundreds of businesses. Most often, a business will approach me with the hope that we can go straight to a tactic - such as - pitching a story to the media, or developing a special event web page. The challenge is that without conducting some planning first, and knowing who we are targeting and why, it can be hard to have success in a campaign.

While, if asked, I will go straight to tactics and campaign development, it is a best practice and recommended, that we conduct some strategic planning first; and to include research before jumping right into tactical implementation.

With kind regard,

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Types of Media

Did you know about the different types of media that you can use to implement tactics?

Earned media – the publication or media outlet likes what you have to say and grants an interview or story

Owned media – your company website, social media pages, LinkedIn account, really anything that you maintain as an organization

Contributed media – you have something to say, you (or me) writes it, we pitch it to appropriate outlets to see if it is picked up

Paid media – this essentially is advertising, you are paying for placement



Email marketing class

My next booked marketing classes, regarding content marketing, are going to be held at the Small Business Development Center with North Idaho College. These will be held in September and November. More information coming soon...

If you are interested in having me speak at an event, or teach content and email marketing to your business, give me a call!

Memberships and affiliations



WHERE LEADERS ARE MADE



About this email - I enjoy sending you occasional public relations, communications and marketing related tips. If you'd like to opt-out, please do so below. But if you are looking for brief, helpful information to help market your business, please stay on the list. You can opt-out anytime. Thanks!

