

DCP Marketing Services LLC

Growing Sales with Creative Strategies and Effective Communications

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Getting Publicity in the Media

"Publicity differs from other elements of the marketing mix because an objective third party -- the journalist -- delivers your story to the target audience. Therefore, it often carries more credibility." - David C Pinkowitz

• **Integrated Marketing**

- Publicity
- Web Site
- E-mail / Direct Mail
- Business Networking
- Social Networking
- Brochure
- Newsletter
- Seminar
- Advertising
- Trade Show

• **Developing a Press List**

- Who is my target audience?
- What is the news that I want to be published?
- Which are the best media to publish this news?
- Who at each media will be most interested in the news?

• **Selecting a Newsworthy Subject**

- Firm Success or New Service
- Participation in a Conference or Seminar
- Board Appointment or Personnel Change
- New Government Legislation
- New Industry Trend

• **Writing a Press Release**

- Contact Name
- Headline
- Sub-headline
- Who, What, When, Where, Why, How
- More Detail
- Firm Background

• **Pitching a Story**

- Analysis and Impact of Government Legislation
- Identification and Analysis of Industry Trend
- Follow-up on an Ongoing News Story

• **Distributing the Press Release**

- E-mail (with photo)

David C Pinkowitz
Feb 4, 2011