



# **PR for Entrepreneurs & Startups**

# Social Media Contacts:



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Facebook/Manzer-Communications

# LET'S TALK PR!

- Introductions
- PR background & process
- Tools of the trade
- Art of the pitch
- How to pitch local & national media
- Media protocols
- Compensation & deliverables
- Marketing campaign integration
- Resources / Q&A



# About me

- Over 10 years of PR, marketing & sales in tech
- Founded Manzer Communications over 5 years ago
- Past experience in startups, work a lot with them now
- Founded and run PR over Coffee, a PR and content marketing group with over 1,100 members
- Numerous articles and over 100 blog posts about PR & marketing, including quotes in Entrepreneur Magazine

# About you (way more important)

- Who are you?
- How many are in startups or thinking of launching one?
- What kind of business? B2C, B2C, apps, services?
- What is your most important goal or objective with respect to PR?

# What is Public Relations?

- Communication activities related to helping an individual, business or nonprofit organization maintain a positive public image.
- Influencing public perception through the use of traditional and non-traditional media outlets.
- Based on hard facts, not exaggeration (or fiction).

# PR campaigns start with a plan



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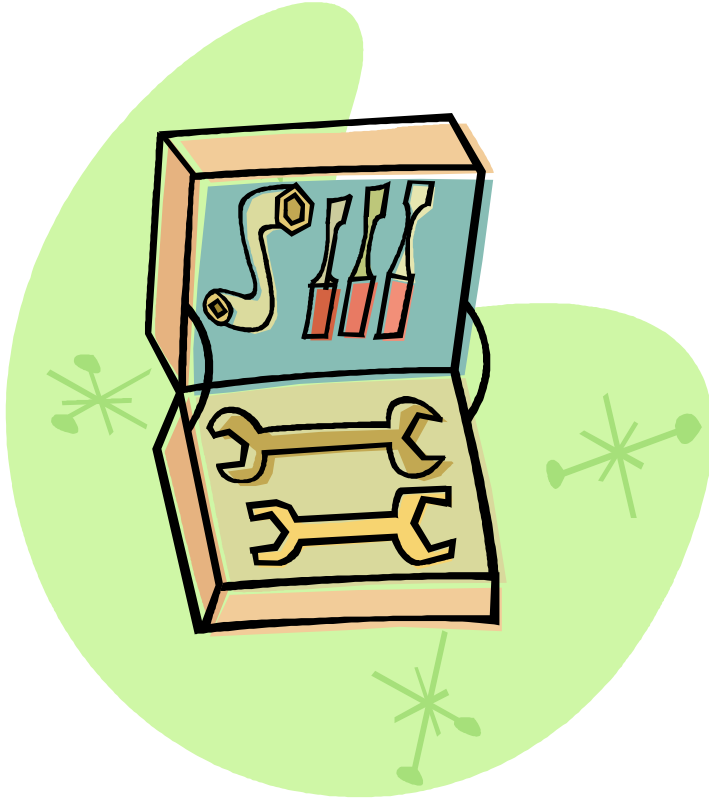
# Define Target Audience

**Ideal customer & news consumption behavior!**





# PR Toolkit



- News releases
- Media pitching
- Blogs
- Social media
- Events
- Distribution Options
- Research reports/  
surveys



# What is news?

- Something “NEW”
- Unusual
- Prominent
- Significant
- Human interest
- Conflict
- Proximity
- Timely
- Insightful

# What is newsworthy?

- The start of new company
- The opening of a new store
- The expansion into new territory
- The winning of a new grant
- The hiring of a considerable amount of new staff
- The first to do something (first mover)
- Research or survey that people can cite or share

**What's your news?**



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# When to Use a Press Release?

- When sharing lots of facts:
  - Product launch with lots of features or new business launch
  - New employee hiring
  - Major expansion plans or merger / acquisition announcement
- When distributing over the Wire & Internet:
  - Wide distribution impacts visibility to reporters & online viewers
  - Can improve search engine rankings
- When used to educate customers & prospects:
  - Used in an email campaign
  - Post press release on website



# Multi-angle pitching

- Often one event will lend itself to multi-angle pitching e.g. Austin based company launches new IT product – at least 2 angles:
  - Local angle (one of ‘our’ companies) for local business press
  - IT angle (innovation in IT market) for national IT press

# Art of the News Pitch



- News peg or “hook”
- Brevity
- Originality
- Persistence
- Pivots



# How to Pitch Local TV

- News Hook (hyper-local)
- Make it visual
- Event-driven is good
- Cause related helps
- Pitch emails over press releases
- 2 week lead time / follow-up in last 2 days



# How to Pitch Local Newspapers

- News Hook (hyper-local)
- Money, jobs, real estate
- Pitch emails with press releases optional
- 2-6 weeks lead time depending upon pitch



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# How to Pitch TechCrunch

- News Hook: better be good!
- Funding event a sure bet if...
- Pitch emails with press releases attached
- 2 days to 1 week lead time depending upon pitch
- Target specific blogger for best results
- Give TechCrunch the “scoop”

TechCrunch



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# Know your journalists

- Gain insights into what they care about
- Read or watch their work
- Follow them on social media (more on that later)
- Share their social media musings but not too liberally
- Be sincere in your shares
- Avoid direct messages, if you get followed back



# Emoji guide to pitching journalists

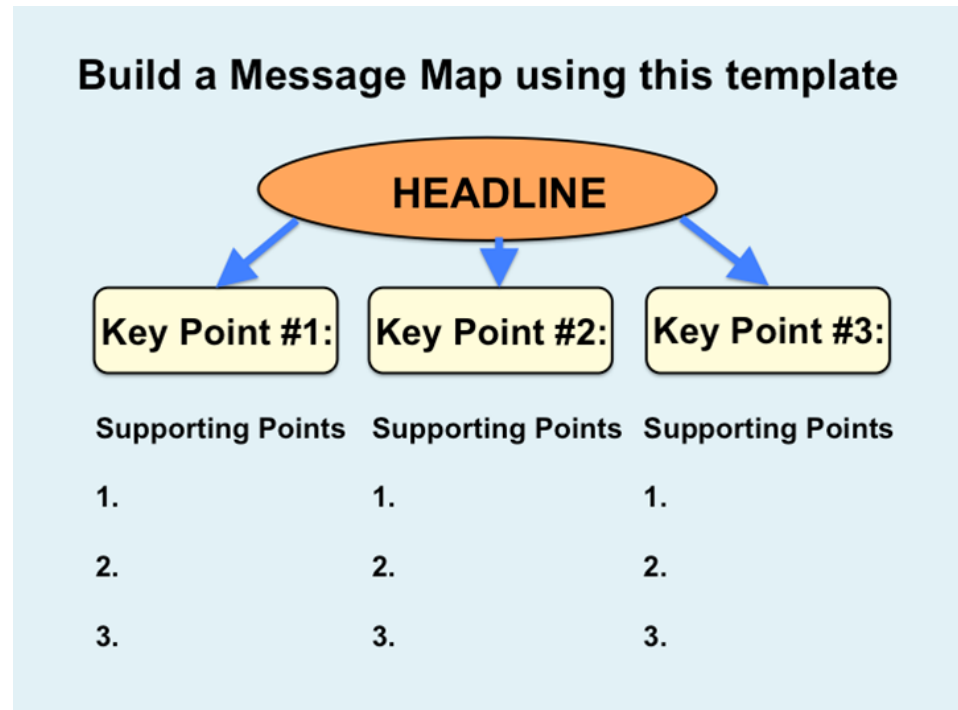


# Press Releases & SEO

- Helps with search engine rankings
- Optimize keywords (phrases)
- Embed URLs in anchor text
- Online distribution
- Send to customers & prospects
- *Google Says:* avoid over-optimized (“spammy”) releases

# Preparing for media interviews

- Message map
- ‘Tough questions’
- Follow-up
- Always ‘on-record’



# What to Pay for PR?

- Intern: \$0.00 – 15.00 / hour
- Freelancer: \$25 – 100 / hour
- Boutique PR Agency: \$3,000 – 6,000 / month
- National PR Agency: \$10,000+ / month



# What Coverage to Expect from PR?

- Hyper-Local: media tends to care more about what' happening in its backyard
  - Print media: Statesman, Austin Business Journal
  - Online media: Culturemap, Silicon Hills News, Statesman, ABJ
  - TV: KXAN, KEYE, KVUE, Fox 7
- National: news must be really big or get really lucky with pitch
  - CNNMoney, Inc., Entrepreneur, TechCrunch, -- all look for good stories and have different news triggers

# What Results to Expect from PR?

- Hyper-Local:
  - More hyper-local brand awareness
  - Potential customer inquiries, more website traffic, possible investor interest, more job applications
- National:
  - More hyper-local and, to some extent, national brand awareness
  - Depending upon the media outlet...lots of website traffic, possible investor interest, potential customer inquiries, additional media interest





# Synchronize with paid and owned media

- Paid:
  - Schedule 'earned' media (PR) before you launch a paid campaign in order to prime your audiences with media buzz
  - Consider promoting content in social media / google advertising
- Owned:
  - Offer valuable content first to media outlets
  - Share content with journalists as proof points when pitching (e.g., detailed content on blog)

# Other PR Ideas & Resources

- My blog: [www.ManzerCommunications/blog/](http://www.ManzerCommunications/blog/)
- Wire releases pros & cons
- Internet distribution
- Seasonal & cause related news ideas:
  - Brownielocks, SurfNetKids, epromos

# Q&A



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