

Program Marketing: Doing More with Less

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Introduction

- ◉ Paid advertising dollars become more rare
- ◉ Earned media (PR) has greater value
- ◉ Earned media is “cheaper”

Changing media environment

- ◉ 24-hour news cycle
 - > CNN
 - > The Internet

Changing media environment

- ◉ Newspapers closed since 2008
 - > Tucson Citizen
 - > Rocky Mountain News
 - > Baltimore Examiner
 - > Kentucky Post
 - > Cincinnati Post
 - > The King County Journal
 - > Union City Register Tribune
 - > Halifax Daily News
 - > Albuquerque Tribune
 - > South Idaho Press
 - > San Juan Star

Changing media environment

- ◉ Instant Coverage
 - > CNN
 - > Internet
 - > You Tube
 - > Cell phone cameras

New ways of promoting events

- ◉ Depending on old marketing tactics
 - > Word-of-mouth marketing
 - > Referrals
- ◉ Social media and online media emerges
 - > Word-of-mouth marketing
 - > Referrals
 - > Online publications/blogs

The importance of a plan

- Simple plan at minimum
 - > Important benchmarks
 - > Maintains focus
 - > Allocates resources effectively
 - > Assists in evaluation

Plan elements

- A good plan involves research first
- Intro/situation analysis
- Objectives
- Audience
- Strategies
- Action steps
- Calendar
- Budget
- Evaluation

E-mail distribution

- Free
- Easy to manage
- Distribution programs make tracking simple
- Make your emails more likely to be forwarded/responded to

Building an e-mail database

- Membership lists
- Ask for it on all forms
- Add sign up function to your Web site
- Lean on your stakeholders/board/staff
 - > Industry contacts
 - > Counterparts
 - > Other professional organizations

Increasing opens and reads

- Short "nugget" articles
- Photos, logos, artwork
- Make dates and deadlines stand out
- Send to small group to avoid spam filters
- Use links to emails, Web sites, topics
- Rule of thumb: Tuesday morning is best for delivery

Distribution services

- Emma
- Constant Contact
- Exact Target

- Tracking services
- Polished layout

Distribution services

The screenshot shows an email distribution service interface. On the left is a preview of a newsletter titled "WHERE GREAT TASTE IS ALWAYS IN SEASON" from "FARMERS MARKET". The main part of the interface is an analytics dashboard for "The Big March Newsletter" dated Jul 12, 2009 10:01am. It includes sections for "Overview", "the send-off", "the response", and "campaign clicks".

Overview	Opens (8)	Clicks (2)
Response as of 11:32pm*	expert response	
the send-off this information is tracked at the server level:		
emails sent	12	3 bounced
emails returned	0	75% of emails sent
the response this information is tracked at the recipient level:		
people who opened the email	8	88.9% of emails rec'd
people who clicked through	2	25% of emails opened
people who forwarded the email using the send-to-a-friend feature	2	25% of emails opened
people who opted out of your list	1	11.1% of recipients
new people who signed up	1	
campaign clicks a link for the attachment of who clicked what:		
total clicks	5	
Pagefly Link	1	20% of total clicks
Sample Form Home Page	1	20% of total clicks
501st Bus	2	40% of total clicks
Training Session Directors	1	20% of total clicks

*most activity will occur within 72 hours after a campaign is sent

Working with the media

- E-mail
 - > Interesting subject line
 - > Make sure it's relevant
- Phone calls
 - > Recognize deadlines
- Localizing a national story
 - > The Stimulus Package
- Subject matter experts
- Connecting with local and trade publications

Using social media to build relationships

- Twitter
- MySpace
- LinkedIn
- Facebook
 - > As of February
 - 52.5 % are 35+
 - 10.5 million men, 35-64
 - 26.4 are women, 35-64
 - 30.2 make 100K or more

Facebook

- Profile site
 - > You: what you like, where you work, what you did last weekend
- Fan site
 - > Typically companies or organizations, allow more flexibility to promote with e-mail notices
- Event site
 - > Highlights a one-time event, connects to Fan site. Profiles (or friends) note their attendance

Facebook: Profile site

- Sign up
- Check security settings
- Build friends

The screenshot shows a Facebook profile page for Robert Bennett. It includes a profile picture, cover photo, and a list of friends. The page layout is typical of the Facebook interface from that time, with a navigation bar at the top and various sections for profile information and social connections.

Facebook: Fan site

- Can send e-mail notices to more people
- Not to replace other e-mail promotions
- May be communications function

The screenshot shows a Facebook fan page for the Progress Party. It features a cover photo, a profile picture, and a list of members. The page is designed for group communication and promotion, with a focus on providing information to the fan base.

Facebook: Event site

- To promote a particular event
- Attendees RSVP, receive e-mails



Direct Mail

- Reference to PR Tactics Green Issue
 - > April 2009, The Green Issue
 - > Subscribe to PR Tactics at PRSA, 33 Maiden Lane, New York, NY 10038-5150, (212) 460-1426
- Sign up for Tipsheet
 - > www.sej.org

Questions and Answers

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