



welcome

to

**Building Your
Digital PR Toolkit**



What is Digital PR?

Digital PR is a marketing strategy used to manage and grow the awareness of your brand using online tools

It can encompass:

Editorial, interviews, guides, lists, top 10s, podcasts and blogs, regular features/columns, sound bites, quotes, video content, infographics, SEO (editorial link building, citations), interactive content, surveys, polls, data, gamified content, thought leadership, whitepapers, articles, news jacking, case studies, media press trips/reviews, some (not all) social content, influencer marketing

Start by getting to know your customer

Defining the characteristics of your customer will inform your entire PR strategy by giving you insight on where, how, why and when to reach them.

Questions to build personas

- What is their basic personal info? (Age, gender, marital status, location)
- Where do they get information?
- What types of media do they consume?
- What are their pain points/challenges?
- What are their motivations/goals?
- What do they value?
- Which channels do they spend the most time on (e.g. social media, TV, web articles, etc)
- What is their story?

Make sure you know your brand inside out

PR is all about gaining brand exposure so you need to make sure you're portraying your brand in the right way - to make sure your message resonates

Give your brand a persona too

- What personality traits do you have?
- How do you speak to customers?
- What kind of lingo do you use?
- What do you care about?
- How do you make people feel?
- What's your story?
- What are you an expert in?
- What do you have to say/what stories do you want to tell?

Always be media-ready

Never miss an opportunity for exposure because you don't have the correct assets available on time. Create a folder with all the necessary files that you can share at a second's notice.

This should include:

- Your logo – different media outlets may require this in different formats, be prepared
- Accompanying imagery or video content
- Up-to-date website and social handles
- Spokesperson and business bios
- Up-to-date data and insights
- Contact information
- Any links you plan to request
- Supporting content e.g. infographics, charts, tables

Building your PR toolkit

- Understand what success looks like for your business – park your ego and focus on where your customers will find you
- Think about which forms of media you're comfortable with
- Create a wishlist and start connecting with relevant journalists and content creators
- Get into the habit of scanning the news for opportunities every day
- Make sure you're media-ready and can send everything at a second's notice
- Create meaningful human stories – **THIS IS NOT A SALES PITCH!**
- Use your personal brand – your story is compelling

PR angles for Eat Drink Scare Tours

- Tell the story behind the business - what inspired you?
- Use data to bring stories to life - how have Halloween traditions changed?
- Think of other relevant media - target culinary press with make-at-home ideas
- Make the tours relevant at unexpected times - like a scary valentines night
- Gamify your product - create a 'how easily scared are you?' quiz, it could even unlock a discount or promotion
- Create keyword-rich blog content ahead of time then seed this to press with added extras e.g. infographics or data

What & how

The what is the story you're going to tell and the how is your toolkit that will enable you to bring it to life.

"I don't know what to pitch"

- Consider what's trending and what your area of expertise is – you need to find the sweet spot between the two
- Think about what's in your customers' newsfeeds – how can you become a part of that conversation?
- Be controversial when you have water-tight ideas that you can back up
- Test ideas before pitching them to media

Timing

"When should I pitch?"

There are two types of PR:

- Pro-active - Pre-planned content that is evergreen/seasonal and created ahead of time
- Reactive - Quick turnaround content that is in response to a news story or trend

The key with timing is don't wait around to be asked to contribute!

Creating PR-able content

Your content strategy and PR strategy should work in tandem to create brand exposure, drive traffic and boost SEO.

- Start by looking at what you already have
- Repurpose existing content to make it work harder, expand its audience and lifespan
- Update the format of existing content - turn an informative TikTok into an expert guide
- Update evergreen pieces with relevant info
- Give added value in the form of data, infographics, and commentary so that journalists can't miss adding a link
- Tests new ideas to make sure they're PR-able

You've got coverage - now what?

Your PR strategy doesn't stop when you've got coverage, you need to take the opportunity to foster the relationships.

- Share the content far and wide - get it in front of even more people
- Thank the journalist!
- Display the link and media logo on your site to add credibility
- Establish yourself as someone they can come back to in future
- Continue being reliable (always media ready)
- Keep seeding new stories and ideas