



PR 101

**For Maine Tourism Businesses and
Organizations**

NANCY MARSHALL

NMC

COMMUNICATIONS

What is PR?

- “Public Relations practice is the **planned** and **sustained** effort to establish and maintain goodwill and **mutual** understanding between an organization and its publics.”

Source: Institute of Public Relations



Planned

- Determine your audience – who do you want to reach
- How do you want to reach them:
 - Develop a strategy that starts with a “most wanted” media list to reach your target audience

Sustained

- Cannot make an impact when you start and stop a PR program
- Consistency is key



Mutual

- It's not only about telling your story, it's about listening to what others are saying.

“Grow bigger ears and smaller mouths”





PR as part of your marketing mix

- Helps reinforce your advertising and marketing messages
- Penetrates markets outside the scope of advertising

Media relations as core component

- Share a story through a trusted third party
 - Pitching newsworthy, timely and factual ideas
- Positive coverage generates:
 - Awareness
 - Credibility
 - Goodwill

The changing media

- Staff cuts – who is writing for wire services
- Fewer advertisers = fewer pages = competitive environment
- Online media is important – travel blogs, eNewsletters, social media

The evolution of PR

The blend of traditional and new media

- Direct to the consumer
 - Websites
 - Newsletters
 - Blogs
 - Social media outlets
 - Even newspapers!





The Basics

5 Steps to Success

- Think like a journalist
- Be determined
- Don't expect immediate or guaranteed results
- Avoid a blanket approach
- Reiterate key messages

I. Think Like A Journalist

- Consider story angles from their point of view:
 - Would their readers find it:
 - Unique
 - Interesting
 - Newsworthy



2. Be Determined

- Once you have a solid story idea, send a pitch
- Polite persistence:
 - Follow up with call or email
 - Offer a bit more information

3. Don't Expect Immediate Results

- No guarantees
- Do you have these 3 things?
 - Strong product or service
 - Willingness to take a calculated risk
 - Time to spend developing relationships with the media or online community

4. Avoid Blanket Approach

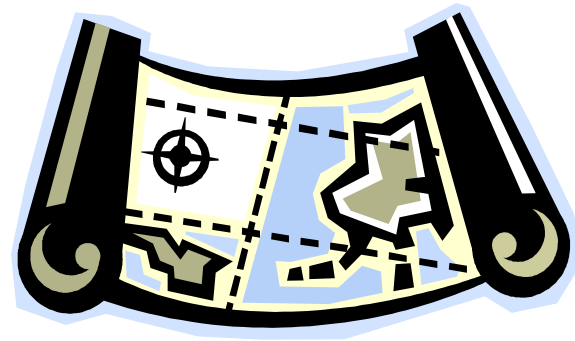
- One size doesn't fit all
- Send “news they can use” to the appropriate outlets
- What “hot” topics and national trends can you tailor to your business



5. Reiterate Key Messages

- Define key messages
- Weave into your PR materials, conversations and content
- Consistently reinforce
- Create a message map

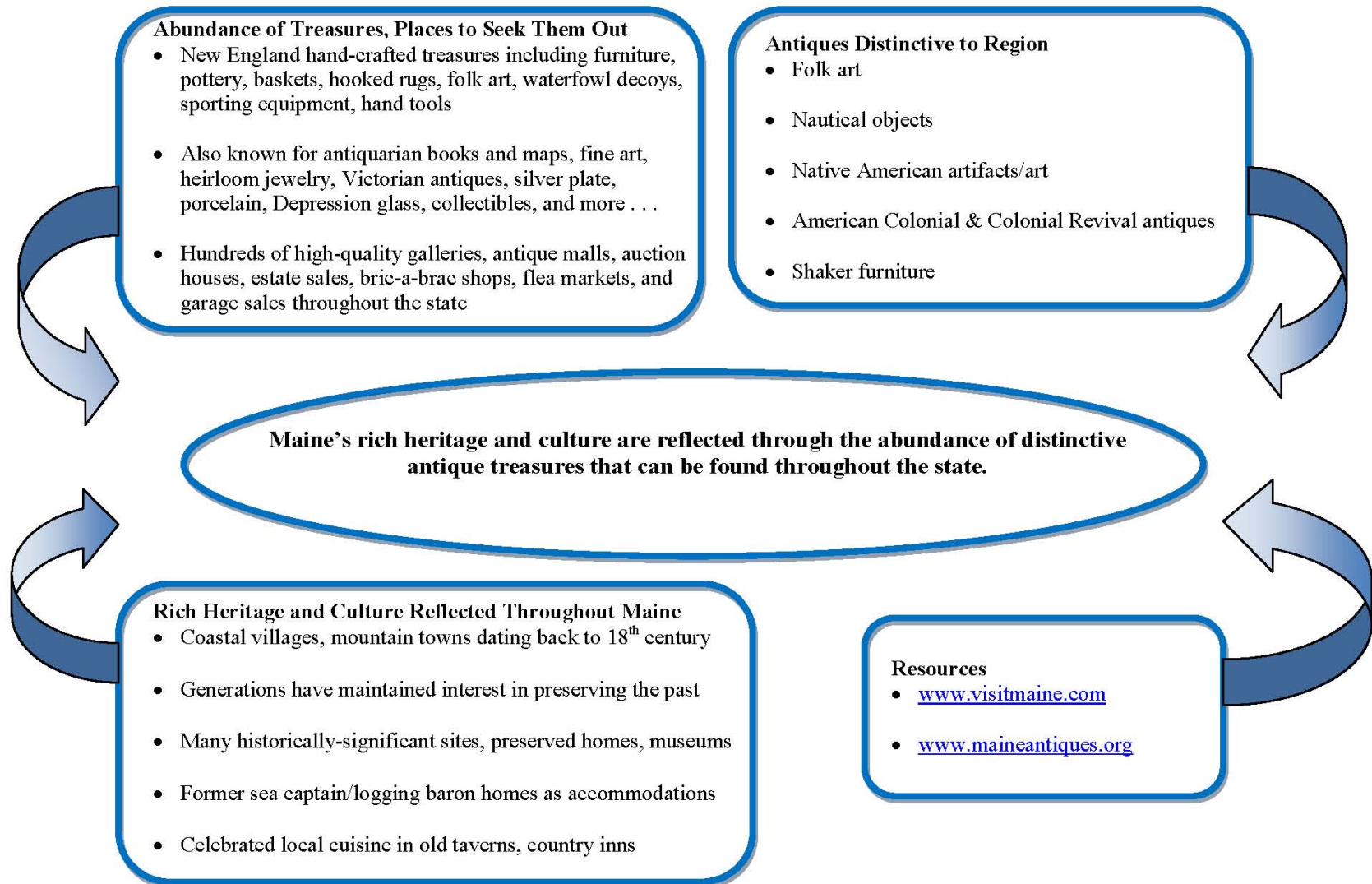
Message Maps



- Consists of:
 - Key message – 21 words – your seven second sound bite
 - Supporting messages that reinforce your key message

SAMPLE MESSAGE MAP

Antiquing in Maine Message Map





10 Tips for getting in the news

- Develop a “Most Wanted” media list
- Know thy media
- Find a good angle
- Think quirky
- Make it short and sweet
- Follow up
- Cooperate
- Treat media with TLC
- Be familiar with specific needs
- Be mindful of deadlines

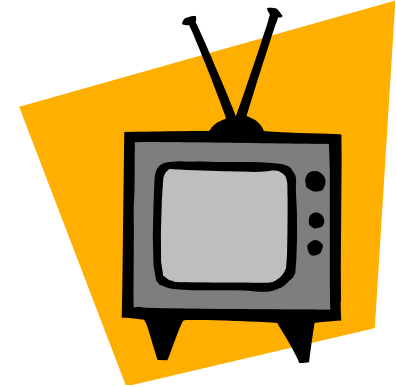


I. Develop a “Most Wanted” media list

- Which outlets have the greatest potential to influence your target audiences?
 - Local, regional, national, international
 - Newspapers, magazines, television, radio, online
 - Don't forget wire services and freelance writers, bloggers

2. Know thy media

- Scrutinize your targets
- Work with key journalists
- Know what they're writing about
- Watch bylines
- Clip articles of interest



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3. Find a good angle

- Think niche
 - History, food, gardens, antiques, sports
- Tie into hard news, trends, upcoming holidays or milestones – timing is everything

4. Think quirky

- Be creative
 - One-of-a-kind offerings
 - Offbeat stories
 - Unique human interest stories

5. Make it short and sweet

- Get to the point quickly
- Be specific
- Pitch letters – less than a page
- Press releases – one or two pages maximum
- Be old-fashioned – pick up the phone

6. Follow up

- Quick email, phone call
- Offer additional info or assistance
- Know when to take no for an answer

7. Cooperate

- Band together
- Package
- Work with MOT
 - PR Partners Program
 - Maine Getaways



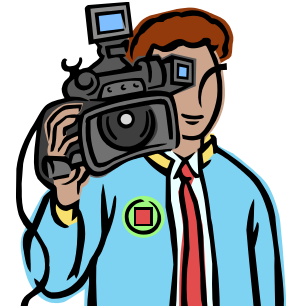
8. Treat media with TLC

- May need additional support :
 - Research
 - Fact checking
 - Photography
 - Arranging a media trip



9. Be familiar with the specific needs of the media

- TV – visuals and sound bites



- Radio – may have more time, but must be clear and concise



- Print – multiple sources and backup, photography



10. Be mindful of deadlines

- Short deadlines – newspaper, radio, online
- Long deadlines – magazines
- TV can be both
 - Local news is short
 - Travel/food shows have long deadlines

Learn to <3 social media



facebook®



Linked in®



twitter



You Tube



flickr™



What is Social Media

- Any form of electronic communication where users create online communities
 - Information
 - Ideas
 - Personal messages
 - Other content – videos, photos
- Provides direct connection to the end user
- Focus is on
 - Interaction
 - Engagement
 - Relationships



Why YOU need social media

- Attract more customers, more people are online.
- Get feedback, testimonials.
- Engagement
- Social media isn't a "trend."



Changing consumer

- Value is key – hunting for deals
- Brand loyalty has decreased
- Wants information quickly and planning made easy



Start with a plan

- Determine your audience.
- Discuss appropriate content.
- Staffing - who will do it and when?
- Updates and monitoring, how often?

Five Traditional PR Tasks And Their Social Equivalents

1. **Identify key messages, programming –** create content calendars
2. **Create media list –** identify digital influencers
3. **Build media relationships –** engage with digital influencers
4. **Secure media placements –** secure Facebook posts, shares, tweets, etc.
5. **Pitch –** reach out to digital influencers



Facebook



facebook®

- If you do one thing – do Facebook – and do it well:
 - Over 750 million active users
 - Spending 23 million minutes per day
 - Can drive traffic to Web for richer content
 - Quality over quantity

Facts about

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Average user has 130 friends
- In total, more than 700 billion minutes per month spent on Facebook
- 50% of active users log on to Facebook in any given day
- More than 30 billion pieces of content shared each month



Facebook Strategies

Four key strategies –

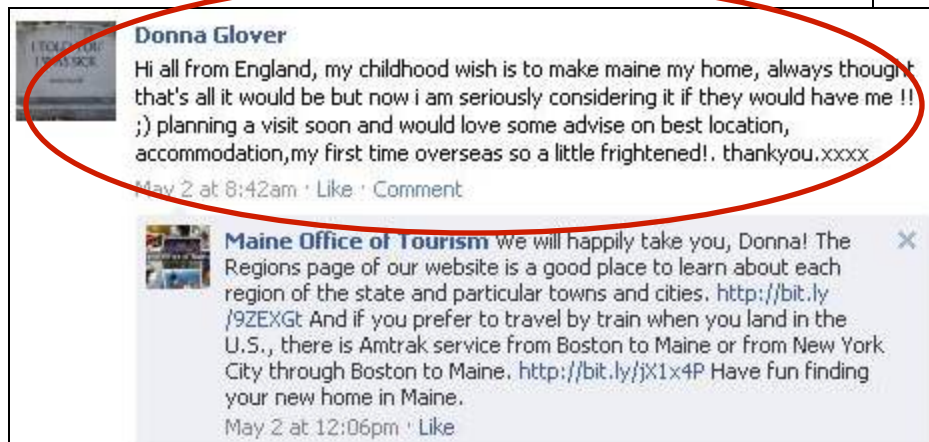
1. Participate (be active)
2. Use content to serve, then sell
3. Connect with influencers
4. Empower your customers

Interaction, Engagement, Relationships

- How do we encourage I, E, R?

Ask for it!

- Pose questions
- Ask for opinions
- Create polls
- Invite them in...



Interaction, Engagement, Relationships

- Encourage user-generated content

**Esha Samajpati**
<http://blogs.gonomad.com/milestogo/2011/04/18/acadia-bubble-rock/>


**Revisiting South Bubble**
blogs.gonomad.com
Of the many hikes we took during our trip to Acadia, I will always remember the South Bubble trail for its easy ascent and expansive views. Though not one of the toughest or the longest hikes in Acadia, it offered spectacular views of Eagle Lake and Jordan Pond.

 April 18 at 10:20am · Like · Comment · Share

**Engine3photo**
One of my absolute best shots from Saco Bay, taken on Grand Beach in Old Orchard.

**Prout's Neck**
engine3photo.smugmug.com

 April 19 at 6:43am · Like · Comment · Share



**Engine3photo**
Hey Maine Office of Tourism, want more proof how beautiful this state we call home is? Click on the link for a fiery sky over Portland Headlight. The final edit is still a work in progress, but in it's most complete form it's entered in Epson's 2nd International Pano Awards. Results will be forthcoming in June.

Doris' Dawn: a panoramic sunrise over Casco Bay
engine3photo.smugmug.com


 April 19 at 6:41am · Like · Comment · Share

**Tom Moody**
View from the outer edge of Clark's Island, St. George, Maine - August, 2010



 April 22 at 10:47am · Like · Comment



**Maine Office of Tourism** Thanks for sharing, Tom.
April 22 at 11:00am · Like

**Bonny Bartlett** Looks peaceful
April 22 at 11:03am · Like

**Tom Moody** The St. George peninsula is an extremely peaceful place! I recommend it to anyone who wants to spend a quiet day poking around the Maine coast. With no major "center" such as Camden or Boothbay Harbor have, it simply doesn't attract as many people - which is good if you're looking for quiet!
April 22 at 11:27am · Like

**Christopher O'Donnell**
The biggest reason why I moved to Maine is for the beautiful coastal landscape....and the sunsets are no exception. This photo was taken the other night at Reid State Park in Georgetown...it won't be long before this lagoon is full of late evening swimmers.



 April 15 at 9:57pm · Like · Comment





**Susan Thomas** Love this photo! TY for sharing. I know Reid well "my neighborhood"....How did you get an evening shot I thought the park closed b4 dark?
April 17 at 9:27pm · Like

**Christopher O'Donnell** Thanks Susan...the park closes at sunset...this was taken about an hour before the "official" sunset so I had plenty of time :)
April 17 at 9:53pm · Like · 1 person

Interaction, Engagement, Relationships

- Be responsive

The image shows a screenshot of a Twitter conversation. At the top, a tweet from **visitmaine** (Maine Tourism Office) reads: "Maine Spring Haiku: Season of rebirth. Birds sing, rivers run, blooms paint. Not cold, warm, just right." (5 May). Below it, a reply from **visitmaine** to **@DKMETHod18** says: "Stop and ask someone what their all-time favorite thing to do in Maine is... Maybe they'll have a great idea for you! Enjoy!" (5 May). Another tweet from **visitmaine** mentions TripAdvisor's choice of Bar Harbor as a top travel destination. To the right, the profile of **David Kelly (@DKMETHod18)** is shown, with 128 tweets, 46 following, 16 followers, and 0 listed. A "Recent Tweets" section shows a tweet from **DKMETHod18** to **visitmaine**: "So many things I want to do in Maine, don't know what to do now!! @visitmaine!!" (4 May). Below this, a tweet from **April DeBord** asks for hiking recommendations in Maine. A reply from the **Maine Office of Tourism** thanks her and asks for suggestions. At the bottom, a tweet from **Tom Moody** asks about setting up a live webcam in a lighthouse. A reply from the **Maine Office of Tourism** provides a link to coastal webcams. Finally, **Tom Moody** thanks them. Red circles and arrows highlight the interactions between the user and the tourism office.

visitmaine Maine Tourism Office
Maine Spring Haiku: Season of rebirth. Birds sing, rivers run, blooms paint. Not cold, warm, just right.
5 May

visitmaine Maine Tourism Office
@DKMETHod18 Stop and ask someone what their all-time favorite thing to do in Maine is... Maybe they'll have a great idea for you! Enjoy!
5 May ☆ Favorite ↻ Retweet ↩ Reply

visitmaine Maine Tourism Office
TripAdvisor Travelers' Choice names Bar Harbor as 19th Top Travel Destination in US! A well-deserved honor, congrats! <http://bit.ly/1Wpud00>

David Kelly
@DKMETHod18 view full profile →
Banter!!
128 Tweets 46 Following 16 Followers 0 Listed
+ Follow

Recent Tweets

DKMETHod18 David Kelly
So many things I want to do in Maine, don't know what to do now!! @visitmaine!!
4 May

April DeBord
What do you think are the best hikes in Maine for wildlife, photography, and fall leaves in Oct? :) Never been and it doesn't matter if they are strenuous.
April 25 at 3:43pm · Like · Comment

Maine Office of Tourism Thanks for the question, April. Hiking fans, do you have suggestions for April?
April 25 at 5:10pm · Like

Tom Moody
Is it possible to think about setting up a live webcam inside one of the lightkeeper's houses at one of maines lighthouses? It would be great to look and observe at different times of the day and evening!!
April 22 at 10:36am · Like · Comment

Maine Office of Tourism Hi Tom. Here's a link to web page with a bunch of coastal webcams. Looks like Portland Head Light has an in-the-tower camera, and others show views of Pemaquid Point, Wood Island and Nubble lights.
April 22 at 10:56am · Like

Tom Moody Thanks!!
April 22 at 11:00am · Like

Interaction, Engagement, Relationships

- Provide useful information



Maine Office of Tourism

Want to save money on your trip to Maine? Check out these nearly 300 packages and specials from accommodations, restaurants and attractions throughout the state.

Maine **Maine Getaways Search**
There's *More* To Maine www.visitmaine.com

April 28 at 3:16pm · Like · Comment · Share

31 people like this.

View all 4 comments

 **Peggy Herod Nadeau** I spent most of the afternoon searching for best driving routes from Texas. Will definitely check this out
April 28 at 6:03pm · Like · 1 person



Maine Office of Tourism

Soon Maine moose, like these two youngsters and an adult, will wander out of the woods to snack on roadside salt deposits and make their way to water sources. Please note: This is not a safe way to film moose. It is best to stop driving, pull off the road and view the moose from a distance. Anyone have plans for moose watching in Maine this year?

 **Moose Sighting in Maine**
www.youtube.com

April 16 at 12:35pm · Like · Comment · Share

109 people like this.

 **Katy Allgeyer** Moose watching, PFA watching, you name it, we watch it!
April 16 at 12:37pm · Like

 **Anne D Foss** we have a house all the way up in the north called Forest City and the moose are right on the main road at mostly. So we drive real slow to avoid hitting one and also take some pictures. 3 years ago we stopped and a new born calf came rig...
See More
April 16 at 12:39pm · Like · 1 person

 **Lori Lee** What a beautiful state you have!! Can't wait to share it with my kids the way Mom and Dad did with my sister and I.
April 16 at 12:39pm · Like

 **Anne D Foss** It is lovely up there, that is our summer place. We also can see Canada from the front window, we are right on the East Grande Lake just waiting for the ducks to come to the door, I call them my duck ducks now I have to train the dog not to fetch them. HE plays with them in the water but on land I don't really know.
April 16 at 12:44pm · Like



visitmaine Maine Tourism Office

Check it out. The free 2011 Maine Travel Planner is now available.
<http://bit.ly/esRZHx>
6 Jan ☆ Favorite ↻ Retweet ↩ Reply

 **visitmaine** Maine Tourism Office

@MelissaSwoosh Melissa, check out our regions and lodging pages for dozens of places to stay! <http://bit.ly/eNoTem> Many great places to go!
4 Jan



visitmaine Maine Tourism Office

Want to check Maine out by bike? Here's part of the Maine East Coast Greenway! http://www.exploremaine.org/bike/eastern_trail.html
28 Apr ☆ Favorite ↻ Retweet ↩ Reply

Interaction, Engagement, Relationships

- Drive traffic to website



Interaction, Engagement, Relationships

- Tuesday Town/City Shout Out



Maine Office of Tourism
Tuesday Town/City Shout Out: Today, share your love for the town where you spent summers at an overnight camp in Maine.
Tuesday at 10:16am · Like · Comment

11 people like this.

View all 24 comments

 **Angela Cushman** Williams Pond, Bucksport, Maine
Tuesday at 9:53pm · Like

 **Audrey Gallant** I LOVE OLD ORCHARD BEACH , MAINE.... PINE POINT!!!!
Wednesday at 9:05am · Like



Maine Office of Tourism
Tuesday Town/City Shout Out: Today, share your love for the city of Gardiner; destination for great food, unique art galleries and historic landmarks beside the Kennebec River.

 **Gardiner, Maine**
www.gardinermainst.org

April 26 at 12:18pm · Like · Comment · Share

20 people like this.

 **Lyn Smith** Gardiner! The trunaround point when I bike the rail trail from Augusta. First stop, Hannaford. Then A-1 Diner. The library when it is open. Then the waterfront.
April 26 at 12:21pm · Like

 **Dee Cloutier Stanchina** Yeah to A1 diner
April 26 at 12:33pm · Like

 **Patrick Killeen** living in augusta a few summers ago i loved to go down to gardiner. the A1 Diner was a true highlight!
April 26 at 12:39pm · Like

 **Claire D. Vining** The A1 Diner was the place I first tasted spanikoppita (sp?) and it was the absolute best. Yum!!!!
April 26 at 1:51pm · Like

 **Sybil Koch** My Aunt used to own the Brunswick Avenue Grill in Gardiner, lots of childhood memories of visiting her restaurant and eating homemade blueberry pie!
April 26 at 4:44pm · Like

 **Jim Callahan** GOD'S COUNTRY
April 26 at 7:56pm · Like

Interaction, Engagement, Relationships

- Friday Trivia



Maine Office of Tourism

Friday Trivia: The well-known designer of this golf course calls it, "one of the most spectacular I've ever been associated with." It's 18 holes are laid out between two of Maine's tallest mountain ranges, the foliage colors are spectacular in fall, and you can order a plate of Strokes Nachos in the clubhouse after a round. Do you know the name of this Maine course?



April 15 at 10:19am · Like · Comment · Share

21 people like this.

View all 23 comments



Portsmouth NH Real Estate I bet the scenery is amazing on that course! That would be a course that would be worth it to just ride along in the golf cart on.... ;-)

April 17 at 7:46am · Like



Cathy Ames Knox I won, I won!

April 22 at 12:25pm · Like



Maine Office of Tourism

Friday Trivia: These colorful canola plants don't have the popularity of another type of plant that flowers in this part of Maine. Farming is one of many traditions that are celebrated in the region. Do you know the location of this flowering field?



April 29 at 10:03am · Like · Comment · Share

23 people like this.



Lois Leavitt-Harrington St. John River Valley

April 29 at 10:05am · Like



Melissa Moran I hope its not genetically modified canola

April 29 at 10:05am · Like · 1 person



Jim Lord EDEN

April 29 at 10:07am · Like



Stephanie E G Irwin Looks like THE COUNTY!! Beautiful!

April 29 at 10:22am · Like · 2 people



Tracey Neff-Gossell I don't know the location, but it's definitely beautiful.

April 29 at 10:36am · Like



Brian Martin Outside of Presque Isle I would say...

April 29 at 10:45am · Like



Marianne Keaney Stevens Somewhere in The County.

April 29 at 11:09am · Like




Rachel Patrick St. John River Valle, Aroostook County


April 29 at 12:09pm · Like


Posting Tips

- At least once a day
- Time of day = unique audience
- Ask questions for more engagement
- Include links, photos and videos

Customize!

facebook 

Search 



Maine Office of Tourism

Travel/Leisure · Augusta, Maine

Wall

Info

Photos (177)

VisitMaine.com

Travel Guide

Email Sign-Up

Video

Welcome

Questions

About

Thanks for visiting the official Facebook page for the Maine Office of Tourism...

More

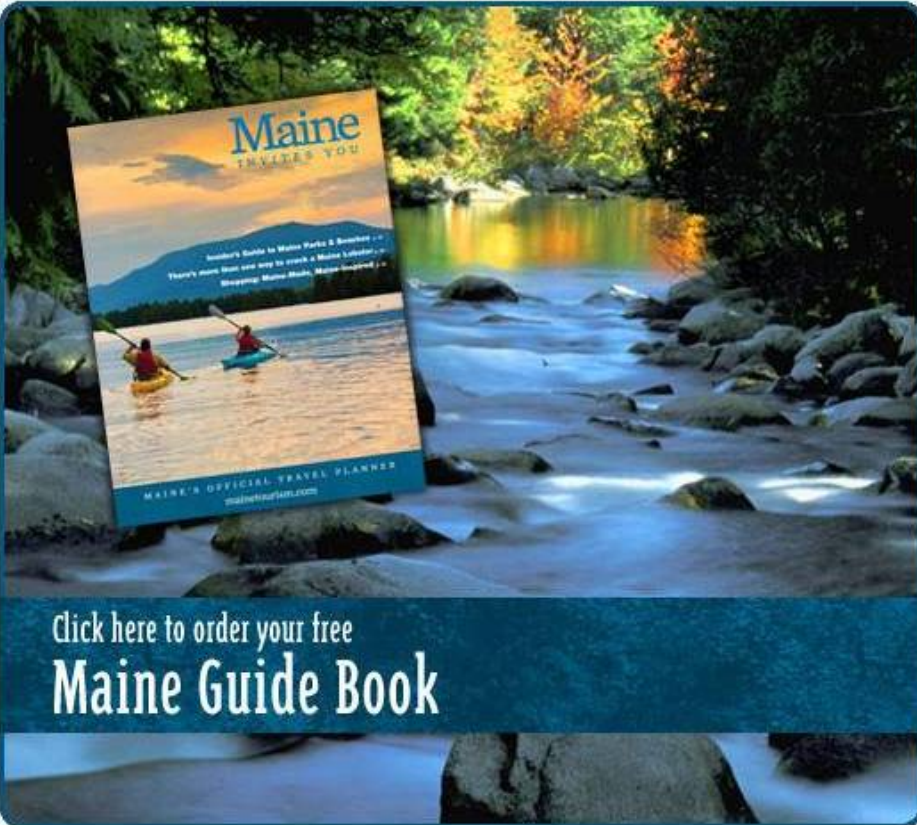
18,741

people like this

Likes See All

Maine Office of Tourism ▶ Travel Guide

Travel/Leisure · Augusta, Maine



Click here to order your free
Maine Guide Book



Facebook Advertising

- Allows you to target your market, along with selecting “likes and interests”
- Allows you to ADVERTISE to their 750 million users using a “Cost Per Click” or “Cost Per Impression” model
- You can start today



Why Facebook Advertising

- Biggest benefit: targeting
 - By location (country, state, or city)
 - By demographics (age, sex, relationship)
 - By likes and interests
 - By education and work
 - Finally: you can target friends of friends (of friends).

Facebook Ads: Traditional

- Leads To:
 - Page
 - Event
 - Application
 - External Website



Facebook Ads: Sponsored Story

- Sponsor Friend:
 - Page Like
 - Check-In
 - Page Post
 - Page Post Like
- Advantages:
 - Spreads word-of-mouth
 - Keeps activity in newsfeed



More Social Interaction

- Trip Advisor
- Google Places
- Facebook Places
- Foursquare
- YouTube
- Twitter
- QR Codes



TripAdvisor



- The active consumer
- Humans love to give their opinion
- Use to your advantage:
 - Register to use your owner's page
 - Trust the audience
 - Respond, respond, respond
 - Learn from it – instruct your staff
 - If you think it's fraud, notify them



- Make sure you do Google Places!
- Claim your business listing on Google. It's free! Go to www.google.com/places. Click on “get your business found on Google - for free.”
- Follow the steps so your location will show up on Google maps when people search for you.
- You'll be able to track how many people searched for your location.



- Location-based social networking website for mobile devices
- Users “check-in” at venues using a mobile website, text messaging or application
- Selecting from a list of venues that the application locates nearby.
- 8 million registered users.

Get started....

- Claim your business/venue
- Engage with Foursquare users
 - Offer and respond to tips
 - Offer specials
 - Reward “Mayor”



Facebook Places vs. Foursquare

- Both are location-based platforms that offer deals, tips/comments
- Facebook offers more business friendly tools
- Foursquare is more gaming based with 'mayorship' and badge rewards
- Facebook has 7.5 million mobile users
- Foursquare has 200+ million mobile users



- YouTube is the #2 search engine after Google.com - find information or entertainment.
- Creating a site is free.
- Video is more engaging than text or photos.
- Allows you to upload and promote videos, create your own “channel” and embed video on your website.

You Tube It's about the details

- Use keywords in your descriptions for better SEO for your business or brand
 - An empty description is a missed opportunity.
- Put your website at the end of your video.
- Videos should be one of the following:
 - Funny
 - Cute
 - Informative
 - Motivating (call to action)



twitter ...is it worth it?

- Offers a social networking and microblogging service
- Enables users to send and read other users' instant messages called tweets
- Tweets - text-based posts of up to 140 characters displayed on the user's profile page
- The more people you follow the more people will follow you
- Great for up-to-date information - special rates, weather conditions, crisis management, etc.

Who uses

- 300,000 NEW users per month.
- 18-34 year olds spend 4.3 times the amount of time on Social Media than they do on TV, radio and the newspaper. Twitter targets a large part of this group.
- Similar to Facebook - largest demographic is the 35-44 year olds.
- About 25% of Twitter users are high income earners and a large part of the following are older business professionals.

What do you “tweet” about?

- Be an influencer, lots of celebrities are on Twitter.
- Add value with every tweet you send.
- Don't tweet about your schedule. Ex: Had a cup of coffee.
- You can offer tips, resources, links to other valuable sites, news, feedback, you name it.
- Questions, polls, and surveys are great tools for engaging your audience and can be used as your focus group for new products or services that you're about to launch.

More Twitter Advice

- Share links and information
- Opinions
- Humor
- Questions
- Pictures



What are others saying about you?

- Twilerts
 - Don't need a Twitter account
 - Delivered to your Inbox
 - Observation only
- TweetDeck
 - What are people saying about your community
 - An opportunity for you to respond
- Socialmention.com
- NutShellMail.com
- Monitor TripAdvisor
 - Share comments with your staff

QR Codes

- Use QR Codes creatively to help mobile user connect more easily
 - Websites
 - Specific pages
 - Foursquare check-ins
 - Facebook pages



Mobile Marketing

- Trip Research While In Maine
 - Roughly **25%** of visitors use their **mobile device** to perform additional trip **research** while in **Maine**
 - This percentage is **increasing significantly** year after year.

Are You Showing Up
In The Search Results?



Why Are People Searching?

- Mobile resources have up to date information.
- Reviews can give people an idea of what to expect.
- Directions will take people straight to the location, no hassle!

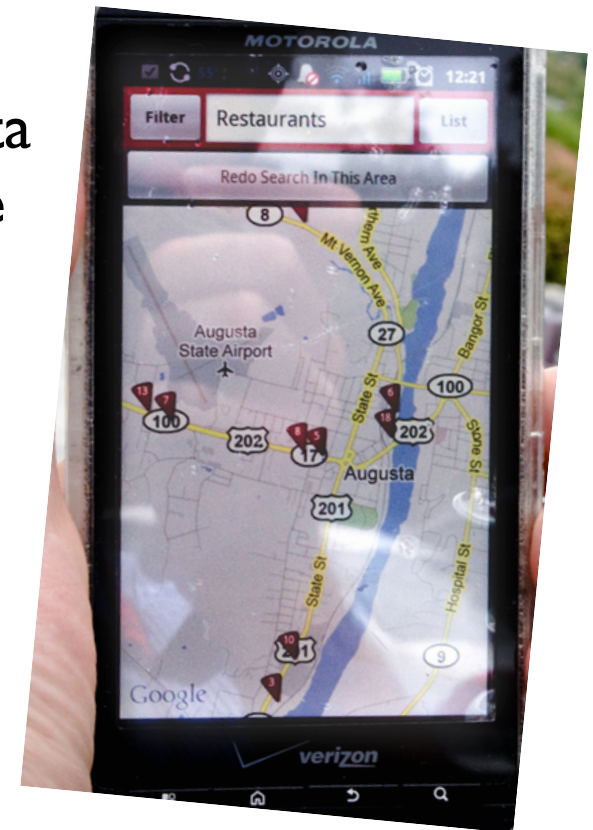
Mobile Apps For Local Places

- There are **several** mobile apps that serve as **local directories**.
- Typical Functionality:
 - Pictures
 - Reviews / Ratings
 - Directions
 - Price Range
 - Deals / Offers / Coupons



How Do I Get There?

- Get Discovered and Get Found.
 - Is your listing accurate?
 - Some sites automatically fill in data – **business owners can update** and make changes to their listing.
 - Is your location precise?
 - Is your “thumbtack” off by a 1/4 mile? If people can’t find it, they’ll go somewhere else!



Get Started

- Google Places



- Yelp



- Foursquare

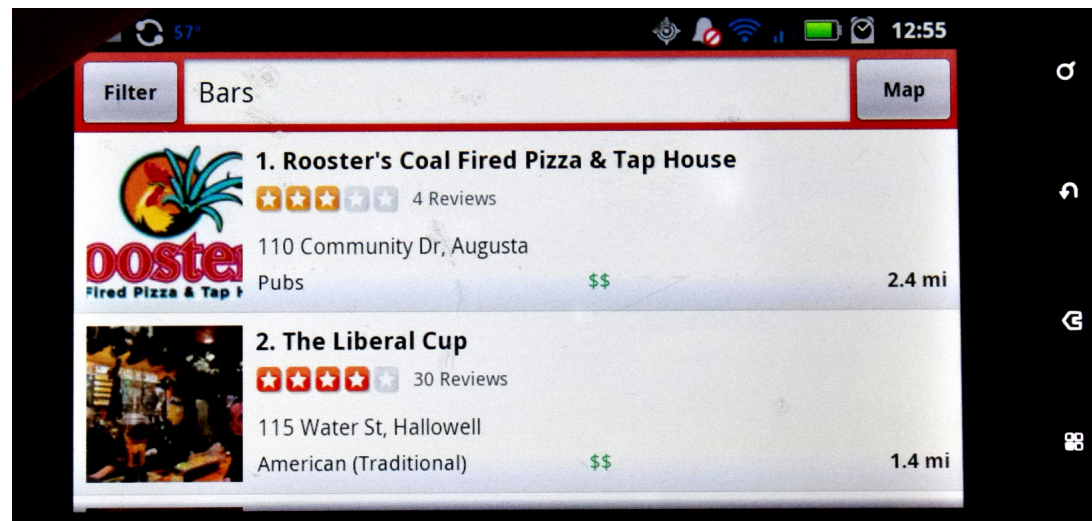


- Yellow Pages



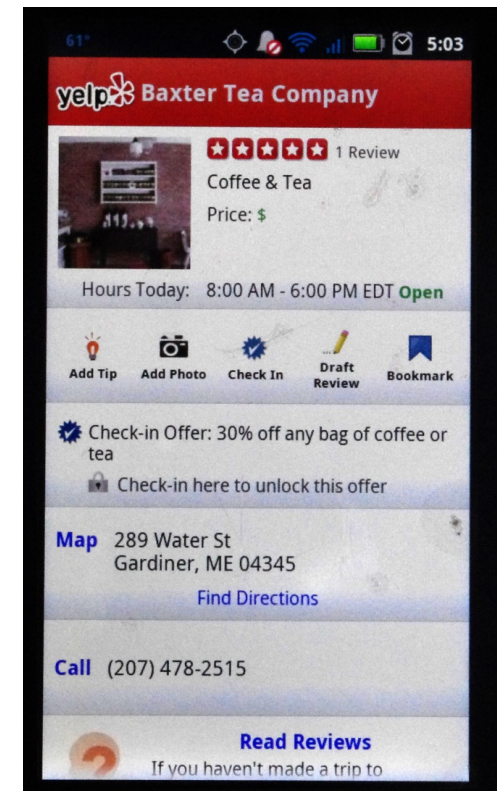
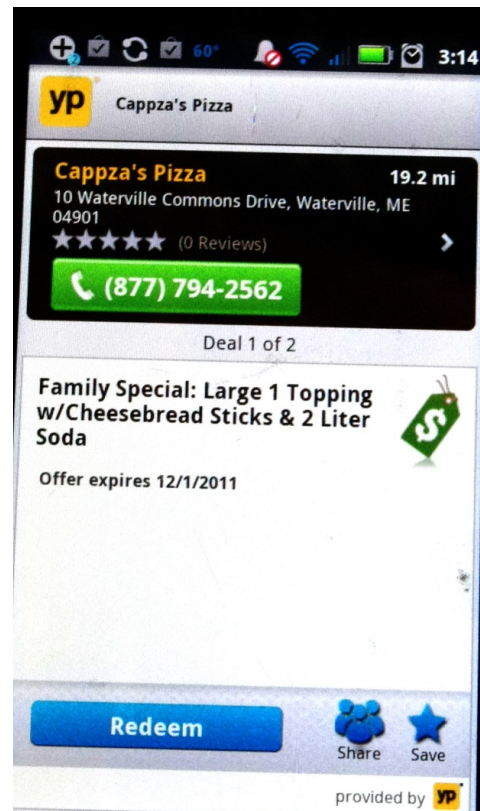
Reviews – Check Them Out!

- What are people saying about your business?
 - Are there any spam / untrue tales that should be removed?
- How do you compare to your competitors?
- This is valuable feedback



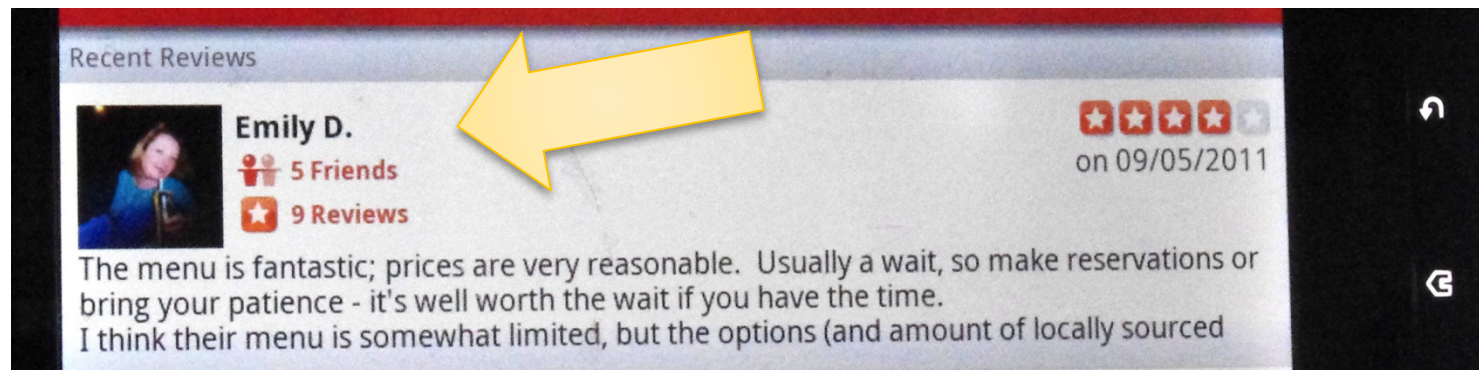
Deals / Offers / Coupons

- Offer **coupons and discounts** through apps to get people to **choose YOU**



Social Media Tie-In

- When people check in, all of their friends will see it via **Facebook** or **Twitter**
- **Friend > Friend** recommendations are the *most powerful* kind.
- People use these apps **with their friends**



Closing advice

- It's OK to start small
- Choose one thing and do it well
- Get post ideas at emotionscards.com
- Learn to <3 social media
- Media relations tip of the day:
 - Sign up for HARO leads – HelpAReporter.com
 - Leads in your Inbox three times a day



Thank you!

cwilliams@marshallpr.com

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