



Turn your press trip into a campaign

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Agenda

- About me
- Objectives
- Perspective: PR and biz dev
- Giving your trip content legs
- Workshop
- Summary
- Skill test



About Kathleen

- That's me
- Managing Director of Switchboard Public Relations
- Travel enthusiast
- 11 years of PR experience across private, public and nonprofit sector



About Switchboard

We help innovators and impact-makers create positive change by driving communication strategies that get real results



@switchboard_pr



About Switchboard

- Earned and sponsored media
- Business development
- Areas of focus:
 - Travel
 - Real estate
 - Technology
 - Impact
 - Community development

Objectives

1

**Offer perspective
from a PR and
business
development lens**

2

**Find new ways to
monetize content
and expand story
reach**

3

**Turn your next
press trip into
campaign**

What's your personal objective? Write it down...

Perspective: a PR and biz dev lens



- Think strategically
- Leverage opportunities - pitch PR directly, pitch brands, etc.
- Demonstrate depth and breadth of writing and story quality
- Personal brand
- Build online relationships and engage in social interactions

A reminder: TOM

- Target, objective, messages
- Always include proof points
- A handy communications tool that we all need to remember because it helps you monetize and leverage an opportunity

Target: _____

Objective: _____

Key message one

Proof points

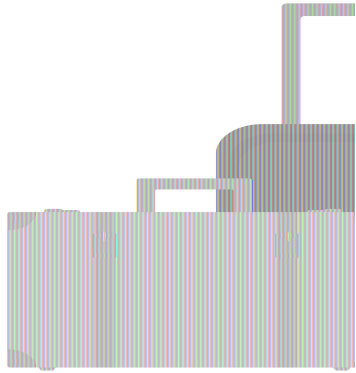
- 1.
- 2.
- 3.

Key message two

Proof points

- 1.
- 2.
- 3.

The traditional press trip in travel media



- Identify roles
 - Who's there/what's the expectation?
- Don't wait for the call
- Work with the bureau, PR team or publisher
- Collaborate - media, freelance, influencers etc.

Let's talk about *freebies*

- What are you giving away?
- What can be monetized?
 - Photo, video, social posts
 - For example, on average an Instagram post goes for \$200 (*based off 10,000 - 12,000 followers*)
- Relationships with other blogs/publications/partnerships
- Leverage The story (*we're getting to that*)

Social interaction questions (a checklist)

- ☒ Are you following the right people or groups?
- ☒ Are you documenting your trip before you write your article?
- ☐ Do you have a plan to post supplemental content on your social channels when the article goes live?
- ☐ Are you tagging all partners involved?
- ☐ Are you using the proper hashtag(s)?
- ☐ Have you reached out to give usage rights opportunities to the featured facilities/venues/locations/restaurants?

Give your press trip content legs

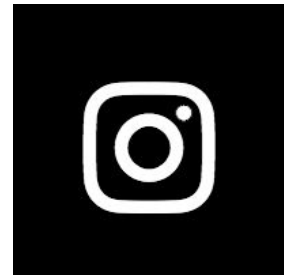
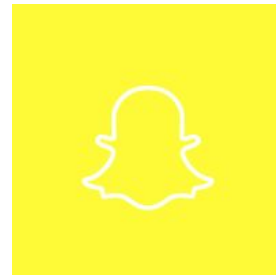
Social media:

- Hashtags
- Tagging
- Content strategy for release
- Peak-time posting

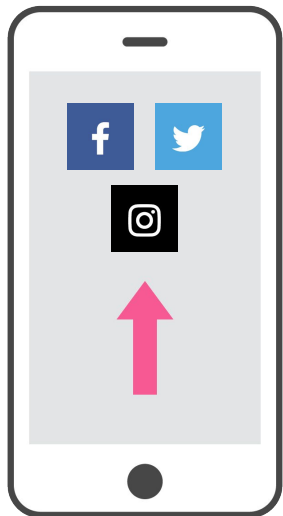
To extend time on site:

- Video
- Live video
- Insta stories
- Networking – to a broader group
- Guest blogs to other locations you can visit on the trip

Embrace social

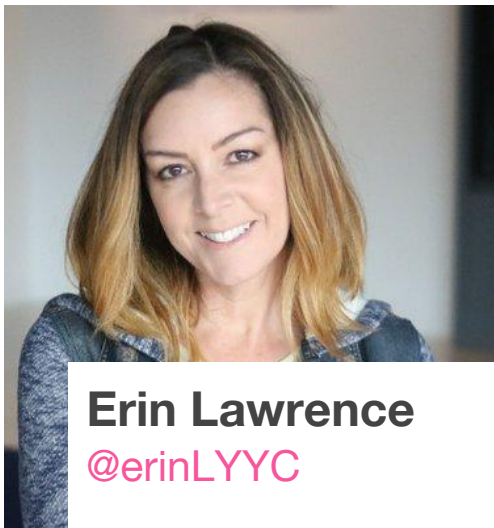


Supplement content on personal channels



- Leverage your personal channels and create personal channels if you haven't already
- Broaden the audience and reach of your post
- Allows further specialization
- You control the content and get to build a personal brand following that acts as a value ad whether you're freelance, traditional media, blogger or influencer

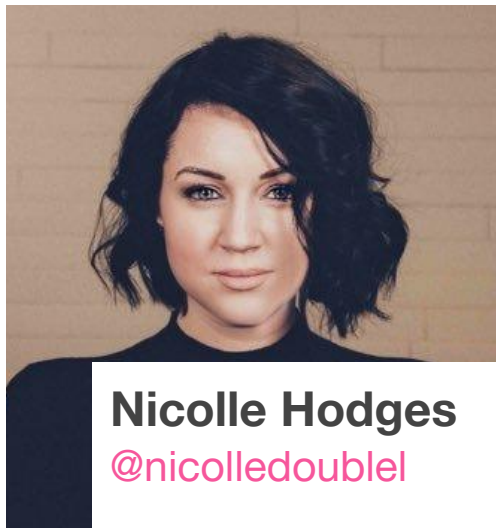
Examples



Erin Lawrence

@erinLYYC

CTV Calgary
Twitter & YouTube



Nicole Hodges

@nicolledoublel

CTV Vancouver
Instagram



Tabatha Southey

@TabathaSouthey

Maclean's
Twitter

Additional stories submitted to online content houses

Vary your story to appeal to niche markets:

- Parenting
- Food
- Dietary issues
- Lifestyle
- Arts & culture
- Mobility issues
- Entertainment and nightlife

Pricing



- *Don't be afraid to ask*
- Don't give it all away for free (photos, videos, social posts etc.)
- Know your rates and be ready to negotiate
- Look for opportunities to sell sponsored content and collaborate
- Build up

Media kits and rate cards

Rate card: prices and descriptions for ad placement options

MONDAY – SATURDAY

GROSS RATES PER LINE

PAGE SIZE IS 3000 LINES

Net Dollar Volumes	Gross Rates Per Line
TRANSIENT	\$3.45
\$25,000	\$3.28
\$50,000	\$3.11
\$100,000	\$2.94
\$150,000	\$2.89
\$250,000	\$2.73
\$350,000	\$2.69
\$500,000	\$2.58
\$750,000	
\$1,000,000	

Reference:

National Post

4 COLOR

TOTAL

1 page

\$91,221

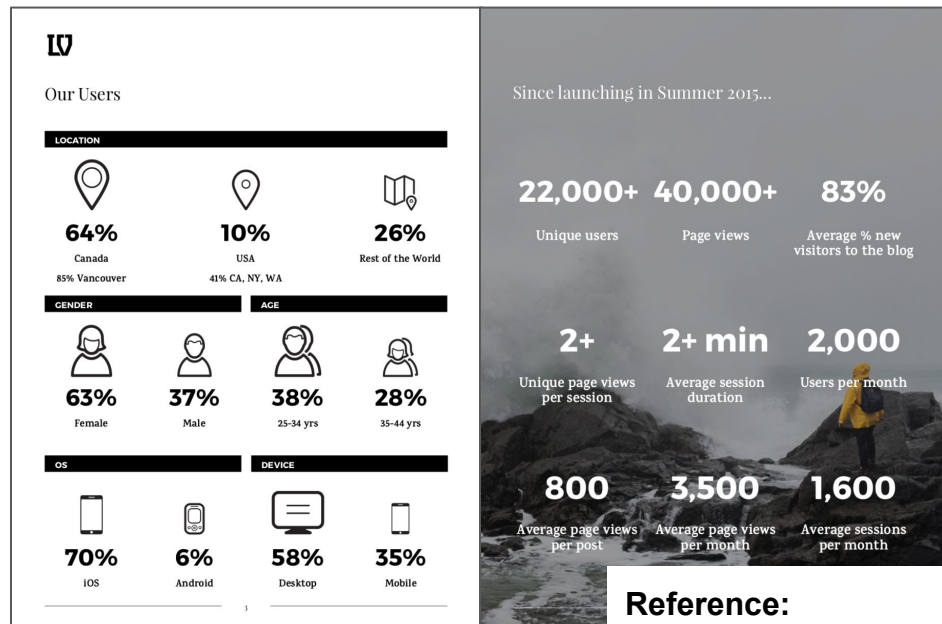
STATE CODE	SUBS %	NS %	TOTAL
(NY-M)NY METRO	9.69%	0.49%	10.18%
(CA-S)California South/(NV-S)Nevada South	7.43%	0.37%	7.80%
(CA-N)California North/(NY-N)Nevada North	6.47%	0.31%	6.78%
(TX)Texas	5.99%	0.19%	6.18%
(FL)Florida	4.97%	0.27%	5.24%
(IL)Illinois	4.23%	0.15%	4.38%
(NJ -S) New Jersey South, (PA) Pennsylvania	3.65%	0.11%	3.76%
(MA)Massachusetts	2.83%	0.11%	2.94%
(WA)Washington	2.73%	0.15%	2.88%
(DC)Washington DC, (VA) Virginia, (MD) Maryland	5.63%	0.17%	5.80%
Specialty Stores Edition	0.00%	0.29%	0.29%
Total	53.62%	2.00%	

Reference:

Wired

Media kits and rate cards (continued)

Media kit: Package of materials with demographic, audience and other information to encourage paid partnerships



Reference:

Like Vancouver

Exercise fun!

Scenario: Press trip to Cabo with a group of 10 other journalists, you are on assignment for an online publication and the focus of your story will be on the top five recreational activities.

Now, list out **two to three** ways you could:

1

Create a campaign
from the trip

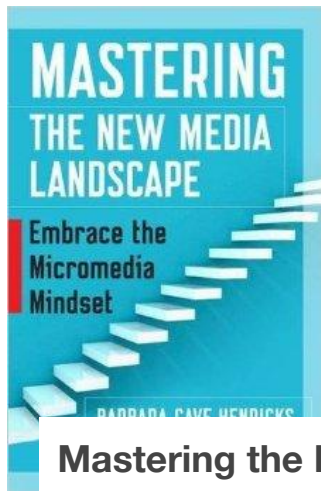
2

Monetize the
opportunity

3

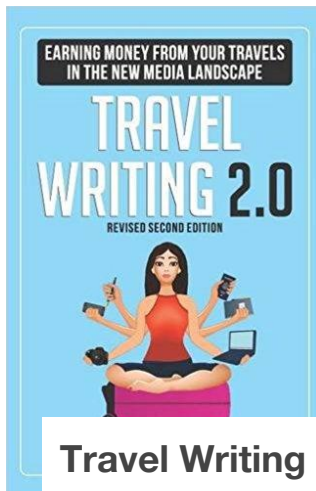
Creatively leverage
a piece

Must reads



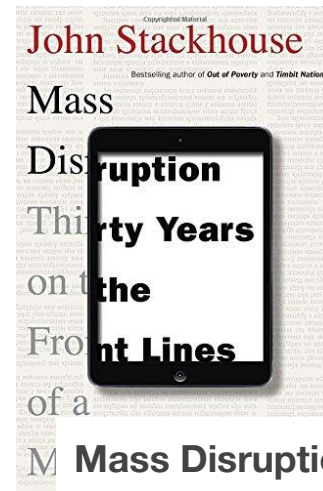
Mastering the New Media Landscape: Embrace the Micromedia Mindset

Barbara Henricks & Rusty Shelton



Travel Writing 2.0: Earning Money From Your Travels In The New Media Landscape

Tim Leffel



Mass Disruption: Thirty Years on the Front Lines of a Media Revolution

John Stackhouse

Summary

1. Remember TOM (target, objective, messages)
2. Apply a different lens to identify opportunities
3. Do your research
4. Monetize opportunities
5. Leverage content and consider a rollout strategy for your feature piece

Questions?

Skill testing question:
Who's ready?