



PR 101

Capturing the Attention of Media & Influencers

WHAT IS PR?

Harnessing the power of **earned media**.

Earning the attention of journalists and social media influencers for your brand, product or service to build a **positive reputation and image**.

WHY IS IT SO POWERFUL?

Someone walks into a bar....

They tell you: "I'm really good in bed."

Your friend tells you: "I've heard they're really good in bed."

WHY IS SO POWERFUL?

- Third party endorsement of trusted, credible media and social media outlets
- Low cost (sometimes free)
- Smaller companies can punch above their weight
- Can deliver exposure, awareness and word of mouth



MEDIA

GETTING STARTED

NAILING YOUR BRAND STORY

Think about what makes you special....

- What do you offer that other brands don't?
- What's most interesting about your products or service?
- Do you have an interesting backstory? What prompted you to set up your company?
- What's really going to resonate with your target customers?

Try and sum this up succinctly and compellingly

NAILING YOUR BRAND STORY

Case study: Etta Loves



Sat on my sofa with a heap of mucky muslins by my side. I realised that 4-week old little Etta was staring at my top. It was the first thing I'd noticed her actively trying to focus on and unsurprisingly it was a simple black and white pattern.

After a month of trying to rotate black and white clothing (which got both difficult and boring) this got me thinking: why aren't the most seen items by babies designed to stimulate them and capture their attention? And why wouldn't you use medical knowledge of babies' visual development to make them the best that they could be at doing this? And while you're at it they should be stylish...

Functional, developmental and stylish essentials are what I wanted to create.

“Etta Loves is a sensory muslin brand developed by mum and entrepreneur, Jen Fuller. Etta Loves muslins are not only practical, super-soft, absorbent 100% cotton, but they have been designed with input from an early years visual expert, to ensure that they stimulate babies' visual and cognitive development.”

MEDIA MAPPING

- Think about what media your target customer consumes – newspapers and weekend supplements (local and national - print and online, online publications, magazines, radio and TV shows, podcasts, trade titles etc)
- Check out [iSubscribe.co.uk](https://www.isubscribe.co.uk). Go to a newsagent, look for free local publications in libraries etc, search podcast apps
- Get hold of copies / listen / watch and review to identify relevant opportunities for your brand:
 - Do they include similar brands to you?
 - Are they one-off features or regular slots?
 - Are there opps for expert opinion or comment?

MEDIA MAPPING

MY LIGHT BULB MOMENT

Crafting guru Jennifer Lam

JENNIFER LAM, 30, co-founded *Stitch & Story*, a range of high-end knitting kits, tutorials and workshops, in 2012 with her friend Jen Hoang, 28. Jennifer lives in London with her husband, Simon. JEN and I met at school. I remember, aged 15, she got into knitting and gave her first project to me: a thin, peach-pink scarf, in acrylic wool. It had a few holes, and cost just £1, but I thought it was such a meaningful gift.

We stayed close friends. She went on to study design, while I did a business degree. Then I got a job in publishing, as I wanted to be an editor. But it wasn't what I expected. I thought it would be so creative, but it was just a mundane office job. I wanted something for myself – so I started knitting.

I picked it up because it's one of those social crafts. It's also easy to transport: you can do it on your commute or lunch break. Jen and I used to meet in coffee shops and knit together for hours.

It was so therapeutic – you'd lose yourself in the stitches and could forget all your worries. It's almost

GLAMOUR

HOW I GOT MY JOB

How a near-death experience inspired me to launch my dream business venture

Find the light.

BY CAMILLA KAY AND REBECCA BAIO
THURSDAY 28 FEBRUARY 2019

Succeeding in your career is one thing, having true belief in it is something else entirely. That's the conundrum entrepreneur Jo Tutchener-Sharp faced as she lay on her recovery bed following a near-death experience. Sure, being a high-flying beauty PR had its perks with an endless lipstick and liner supply, in fact it was her experience working with mega brands Estée Lauder, Ruby & Millie and Cowshed that persuaded her to set up her own PR business, but it was a heart-stopping life event that made her realise she had more to give.

ADVERTISEMENT

CONDÉ NAST COLLEGE of FASHION & DESIGN

MEDIA MAPPING

- Track down who writes / edits / produces the media opportunities you've identified
- Note down their contact details, work out their email address and phone numbers (a bit of Googling usually does the trick)
- Start to follow them on Twitter / Instagram
- Follow #prrequest, #journalrequest and #bloggerrequest on Twitter

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<https://www.thetimes.co.uk/static/contact-us/> ▼

Free from your landline and mobile phone: 0800 018 5177 ... address numbers; Sunday Times News: newsdesk@sunday-times.co.uk ...

EDITOR'S BUYS

When a pussybow is too upright.
Silk blouse, £450, Elmo hamods.com

The bag that goes with everything.
Bag, £190, kurtgeiger.com

Spring statement tips.
Laura Menner Valour Extreme Matte Lacquish in Dominie, £22.50

ON THE COVER
Ugbad Abdi Photograph
Germpeko Sign Styling
Verity Parker
Body suit, £160, Welford Hat, £55
New York Vintage

STYLEPLAY
Thinking of starting your own business? Then don't miss our new video with Marcia Kilgore, the beauty entrepreneur who made Soap & Glory a £20m brand. Watch it at thetimes.co.uk/styleplay

A friend from school recently dug out an old picture of the two of us. We had just finished our last A-level exam, and we were sitting in the grounds of the school, looking impossibly round-faced and happy, both clutching a bottle of Diamond White to our chests. The penny dropped: in pretty much every picture I have of myself between the ages of 16 and 35, I am holding a glass of something. I may have upgraded since school — cocktails, champagne, Whispering Angel (or Screaming Devil as a friend calls it) — but the shot is the same. Me ... and a drink. Ask any woman of my generation and the likelihood is that they will tell you the same thing. Slowly, however, I can feel a shift. Now 38, I can't do the hangovers so much. Racing through white wine doesn't seem to hold the same thrill as it used to, either — which makes me not only inexplicably nostalgic for those bendy of yore, but also slightly relieved that I have finally come to the realisation that I have outgrown them. I think — "think" — I am what my friend the author Ruby Warrington calls Sober Curious: not sober by any stretch of the imagination — a prize to the first person who sees me outside with a glass of Moët on the first day of summer — but drinking slightly less than I used to, and making informed decisions about how much and when. I'm not alone. A lot has been written about gen Z and the fact that they don't drink, which is, without doubt, a huge generalisation to make, but a quick straw poll of the Style office shows that it bears some truth. They are, as a generation, more aware of their health and specifically what they call "hangxiety". This changing attitude to alcohol means that even the most hardened drinkers among us — eg me — have started to question our intake. Like people's sleep habits, I am also fascinated by other people's booze diaries: who drinks eight pints a night every Friday? (Is that still a thing?) Who has a regular glass of wine at lunch? I'm still embarrassingly fascinated by those people who have never drunk at all. Why? What is it in our British psyche that means we think only weirdos don't have a celebratory glass of champagne? I once had a boss who didn't drink and it totally unnerved me. Hi, luddy! Which is why Susanna Reid's honest account of giving up alcohol on page 24 is so interesting. As a woman who toasted every event with a few glasses of wine, her journey from fory something boozier to happy soberista is totally relatable, and will get you thinking about your own relationship with alcohol. Perhaps my official line will be quality not quantity — it is summer soon, after all.

[estylaura @thestyle](https://www.thetimes.co.uk/styleplay)

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ROOM IDEAS

Be inspired by Jane's living room

Add a bubble foot with a coastal colour on the walls.

This subtle wave-inspired design has a contemporary coastal feel.
Velvet cushion, £60, Cooon, cut Blue, £15, Coo & Co.

Switch on in style with a handpainted design for the table.
Cane lamp, £140, £174, Empire glass lamp shade, £15, both Coo.

You'll want to go barefoot on this luxurious wool rug.
Bridgton rug, 160x230cm, £480, Lina Design at H&M.

Channel moody skies and stormy seas with a gorgeous shade of grey.
No. 101, the most sophisticated, Neptune.

Jane's style secret
Let natural surroundings — whether it be seaside blues and greys or country greens — inspire your decorating palette.

Modern Country Classic Scroll-arm sofa

With an elegantly timeless form, this deep-seated, sink-in sofa style, featuring gently rolled arms, is an undeniably classic. Often designed with a curved back and shapely turned legs, this versatile statement sofa will bring a relaxed feel to a traditional or modern country living room. Opt for generously padded upholstery and pile on cushions to create a spot for the whole family to enjoy.

Where to buy...
• Sofa.com — designs in over 100 plain and patterned fabrics.
• Laura Ashley for a range that has generously deep cushions and sprung seating.
• Leaf for quality sofas with bold and beautiful upholstery.

Country Homes & Interiors 47

MEDIA ASSETS

Press release structure

- Attention-grabbing headline
- Key info in the sub-heading
- Who, what, where, when, how in the first 1 – 2 paragraphs
- Two or three paragraphs outlining your story
- Supporting quote(s) – you / third party
- Contact details for further information
- Notes to editors – company overview

JOHN LEWIS & PARTNERS LAUNCHES AUGMENTED REALITY VIRTUAL LIPSTICK EXPERIENCE

April 24th 2019

John Lewis & Partners has launched a new app feature which uses augmented reality (AR) to help customers find the perfect shade of lipstick.

Beauty lovers browsing lipsticks in the John Lewis app will now have access to a 'Try On' feature which takes them to a live selfie screen where they can test different colours before buying. The virtual lipstick is applied instantly and stays on the lips, moving in real time with the customer.

The feature enables customers to try on a range of shades from lots of big brands whenever and wherever they want, giving an accurate representation of how the lipstick looks on them without having to put on and take off multiple products. It will also encourage customers to experiment with new colours they might not have tried before.

The John Lewis app is a particularly popular channel for beauty customers - with beauty accounting for 17% of all app orders. However research found that when it came to buying new lipsticks, customers were keen to test out different shades before purchasing.

Sienna Veit, Director, Digital for John Lewis & Partners, said: "As we look at new ways of weaving innovative technology into the services and experiences we offer our customers, I'm really excited by the possibilities of working with AR. Service is one of the top reasons our customers choose to shop with us and this is the perfect example of us combining the expertise of our Beauty Hall Partners with the very best technology online to give our customers a great experience, however they choose to shop with us. Beauty is the perfect space for us to experiment with this technology and we hope our customers have lots of fun using it."

There are thousands of different shades for customers to virtually try, from over 300 lipstick brands, including MAC, Bobbi Brown, Charlotte Tilbury, YSL, BECCA and Lancome.

Customers wishing to use the feature can download the latest version of the John Lewis & Partners app from the App store. Virtual Lipstick is only available to customers who have an iPhone X, XS, XS Max and XR as well as the iPad Pro 11-inch or 12.9inch. Customers will also need to be running their device on iOS 11 or later.

-ENDS-

For more information please contact:

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0207 592 6424

MEDIA ASSETS

Press release - golden rules

- Clear and concise
- No jargon
- Write in the third person
- Avoid clichés and excessive use of adjectives
- Check for typos / grammar

MEDIA ASSETS

Photography

- Product
- Lifestyle
- Spokesperson



TARGETING JOURNALISTS

WHAT DO JOURNALISTS WANT?

Great content for their readers / listeners / viewers

- Genuine news
- Topicality
- Relevance
- Fresh insights
- A different angle on a bigger story
- Quirky, original, funny

HOOKS

'Hard' news

- New product or service (especially firsts)
- Company developments
- Award wins

'Soft' news (news creation)

- Calendar events
- Anniversaries
- Cultural / major events
- National / international awareness days
- Collaborations (brand, ambassador, charity)
- Trends
- Expert opinion & comment
- Masterclasses
- Reactive

HOOKS

Moonpig have just launched edible, meat-flavoured Father's Day cards



Lisa Bowman Tuesday 13 Jun 2017 7:13 am



You can now buy edible, flavoured greetings cards (Picture: Moonpig)

THE HAPPY PAI-DAY



Calendar events

HOOKS



A brewery in Windsor, the town where the wedding will take place, has created a special brewery called 'Harry & Meghan's Windsor Knot'

News event



Expert opinion / reactive

HOOKS

10 best brands that empower women to support on International Women's Day

These businesses employ, support, and help vulnerable women across the world and their female-led initiatives are sure to inspire you

Emma Henderson | @Emmalouisehendy, Ellie Fry | @iEllieFry |
Wednesday 6 March 2019 16:45 |



Like Click to follow
The Independent



National / international
awareness days

HOOKS



Collaboration



Masterclass

PITCHING TO JOURNALISTS

- Do your research beforehand – search for their latest articles online
- Think about when to contact them – avoid times near deadlines
- Draft an email pitch:
 - Press release headline in the subject line
 - Get their names right
 - Concise overview – flag why it's relevant to them
 - Cut and paste press release into the body of the email along with low-res images

PITCHING TO JOURNALISTS

- Pitch on the phone, then follow-up with an email
- If you can't get them on the phone, send an email
- If you do get them on the phone, don't say "did you get my email?"
- Think about creating a bit of 'desk drama' – journalists are often influencers too
- If they cover your story, send them a note to say thanks and invite them for a coffee
- Aim to build relationships

A textured, light-colored wall with a horizontal metal pipe. Several hand-drawn icons are visible: a heart in a circle at the top left, a smiley face in a circle at the top right, a thumbs-up in a circle at the bottom left, and another thumbs-up in a circle at the bottom right. A semi-transparent horizontal band is overlaid across the middle of the image.

INFLUENCERS

SOME CONTEXT

74%

Of shoppers make buying decisions based on what they see on social media.

Social Media Week 2018

89%

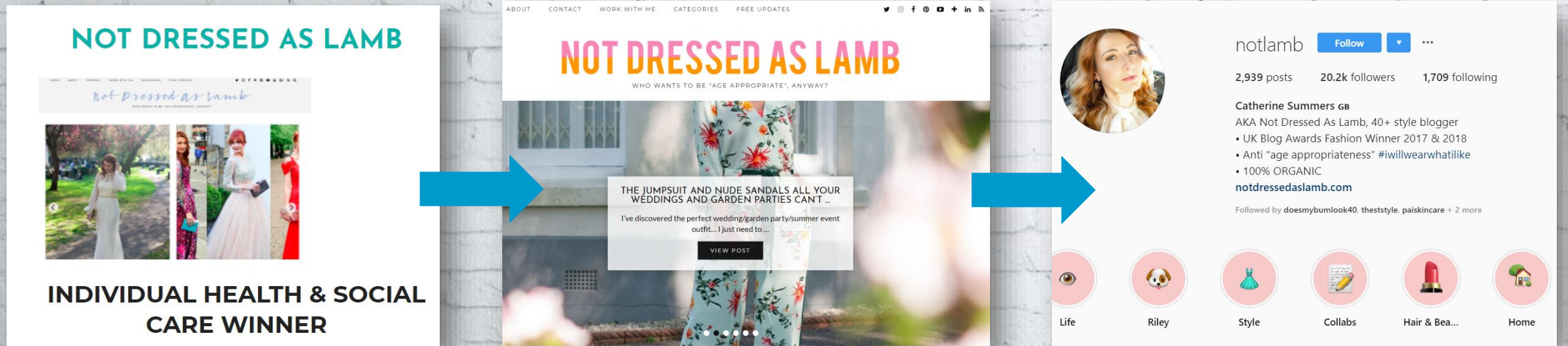
Of marketers believe influencer marketing can positively impact how people feel about a brand.

eMarketer 2018

GETTING STARTED

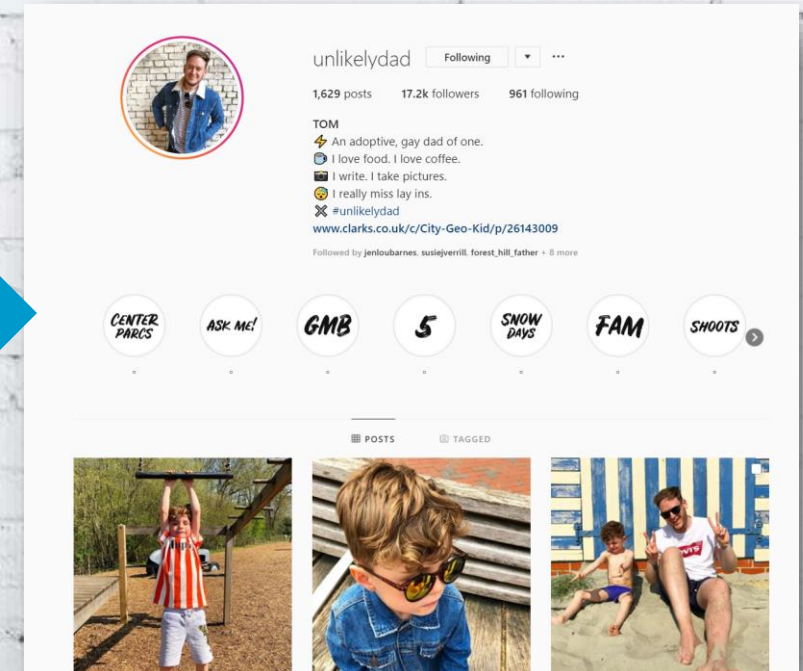
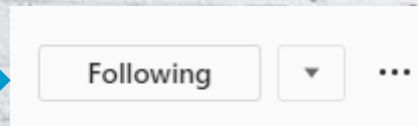
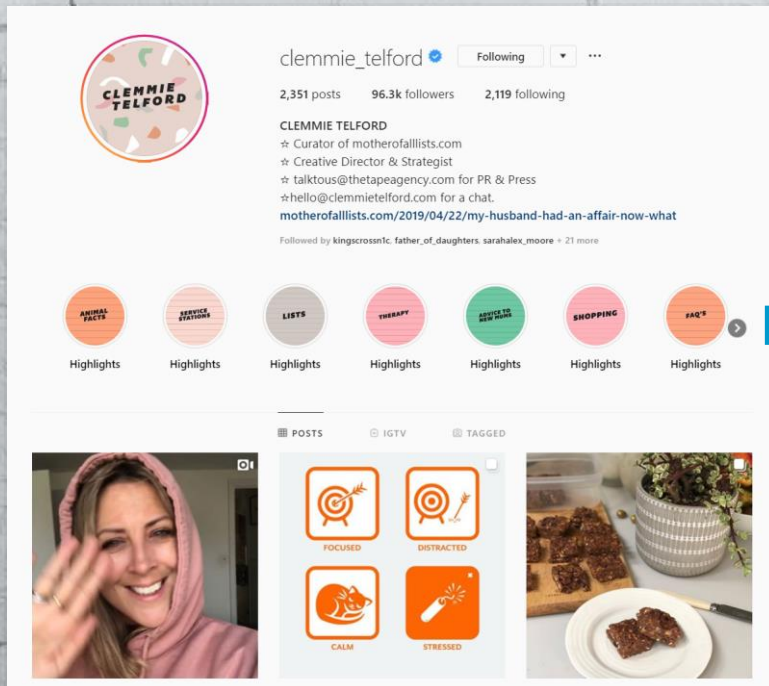
FINDING INFLUENCERS

- Research blog awards e.g. [UK Blog Awards](#), [Vuelio](#)



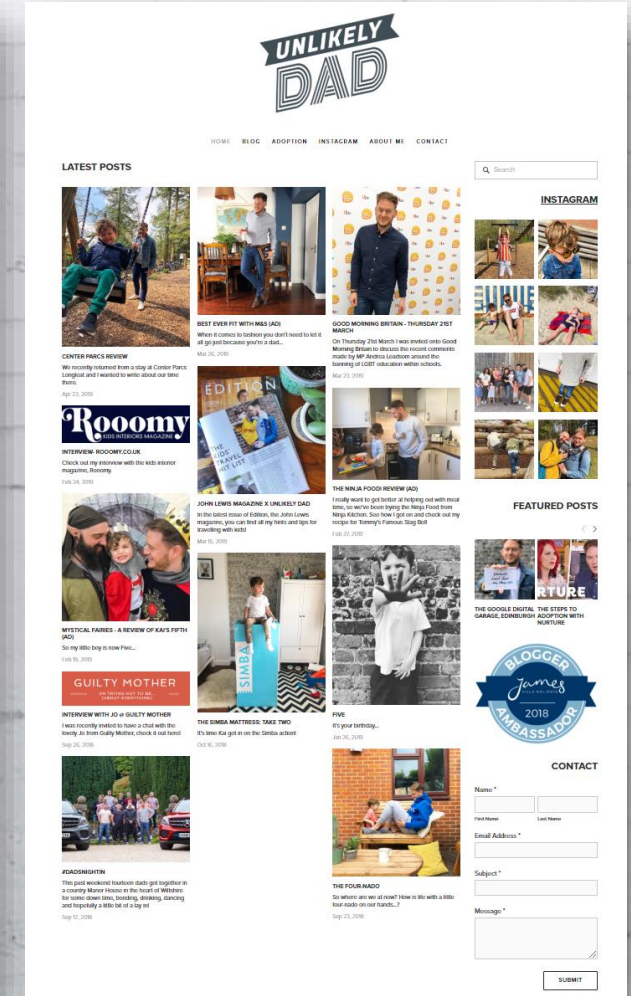
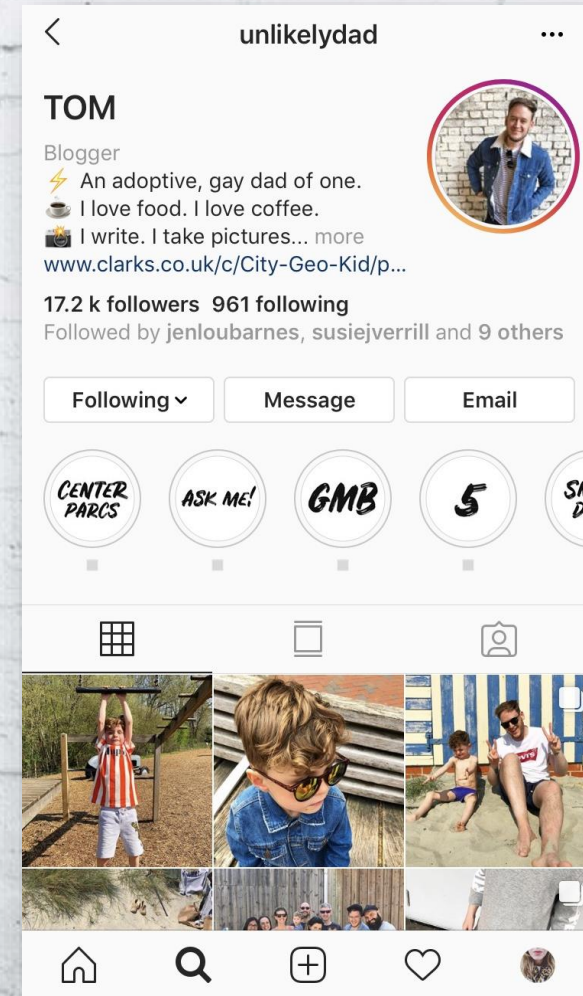
FINDING INFLUENCERS

- Influencers are often interconnected. Start with one relevant influencer in your sector / locality and look at who they follow / who they tag in posts / which comments they interact with / who they suggest for Follow Fridays



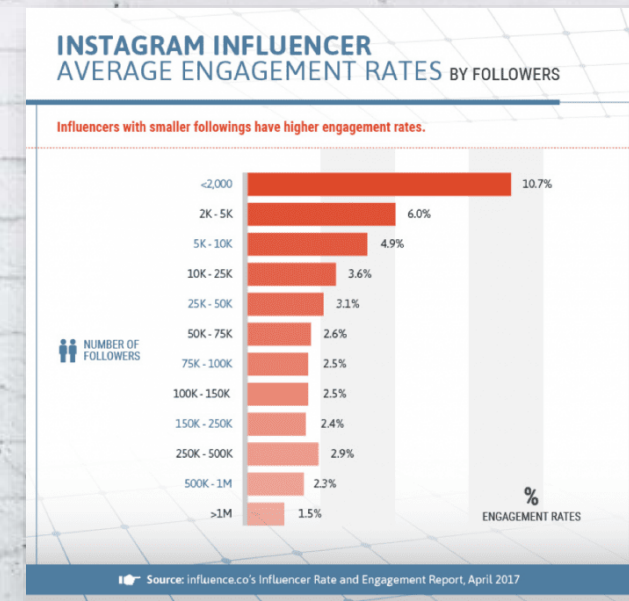
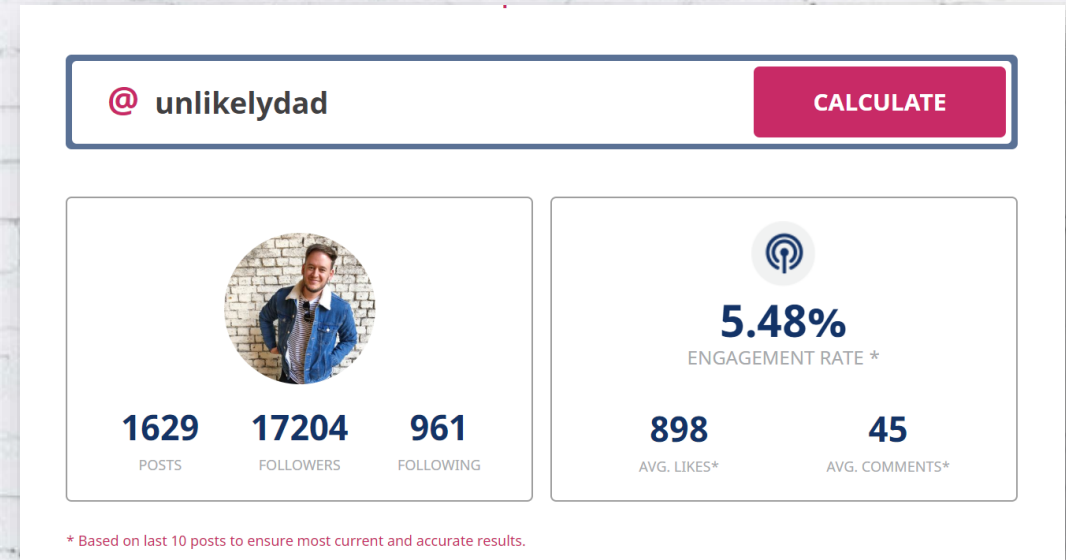
WHO TO APPROACH

- Review an influencer's content- Instagram (grid, stories, story highlights), blog, Twitter etc :
 - Is it engaging?
 - Is your brand relevant to them?
 - Have they covered similar brands?
 - How do they cover brands?
 - What are their particular interests?




WHO TO APPROACH

- Calculate their engagement rate (using a free tool like [Triberr](#))
 - Less than 1% = low engagement rate
 - Between 1% and 3.5% = average/good engagement rate
 - Between 3.5% and 6% = high engagement rate
 - Above 6% = very high engagement rate
- Search for free [tools](#) to check for fake followers (also check their comments)



APPROACHING INFLUENCERS

- Track down their contact details – often on their blog or DM them:



notlamb [Follow](#) ...

2,939 posts 20.2k followers 1,709 following

Catherine Summers GB
AKA Not Dressed As Lamb, 40+ style blogger

- UK Blog Awards Fashion Winner 2017 & 2018
- Anti "age appropriateness" [#iwillwearwhatilike](#)
- 100% ORGANIC

[notdressedaslamb.com](https://www.notdressedaslamb.com)

Followed by [doesmybumlook40](#), [thestyle](#), [paiskincare](#) + 2 more



CONTACT

CONTACT – FOR BRANDS

If you're interested in working with me my media kit should answer most questions you may have about sponsorship or partnership; do please check the details about how I work before contacting me:

<https://www.notdressedaslamb.com/work-with-me>

For all PR or collaboration enquiries please email: [notdressedaslamb\[at\]gmail.com](mailto:notdressedaslamb[at]gmail.com)

CONTACT – FOR READERS

I welcome any questions or general contact and look forward to hearing from all my readers.

If you want to email me my personal address is: [notdressedaslamb\[at\]gmail.com](mailto:notdressedaslamb[at]gmail.com)

Or preferably DM me via Instagram – I can guarantee a faster response: [@notlamb](#)

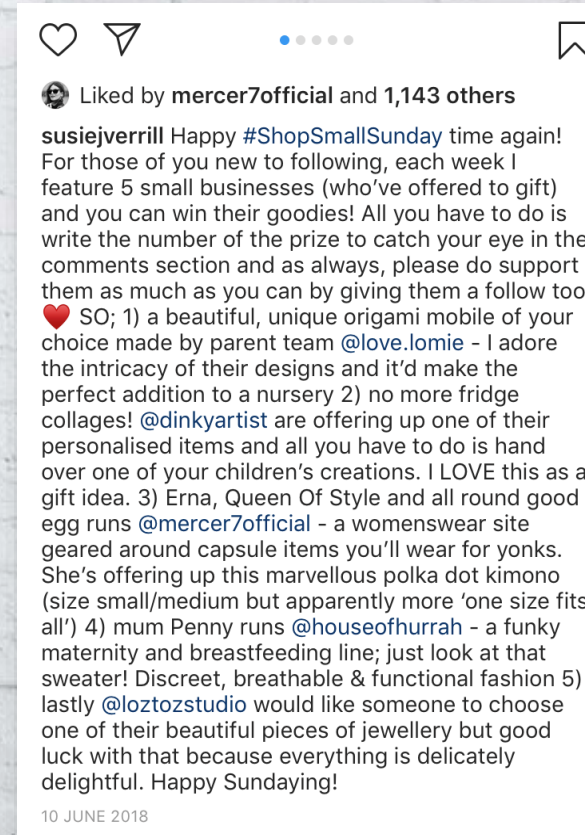
Thanks – I look forward to hearing from you!

APPROACHING INFLUENCERS

- More informal and chatty than a journalist pitch
- Don't send press releases
- Explain why you think your brand is relevant, why you'd love to work with them/for them to feature your brand
- If you're sending a product, include a handwritten note

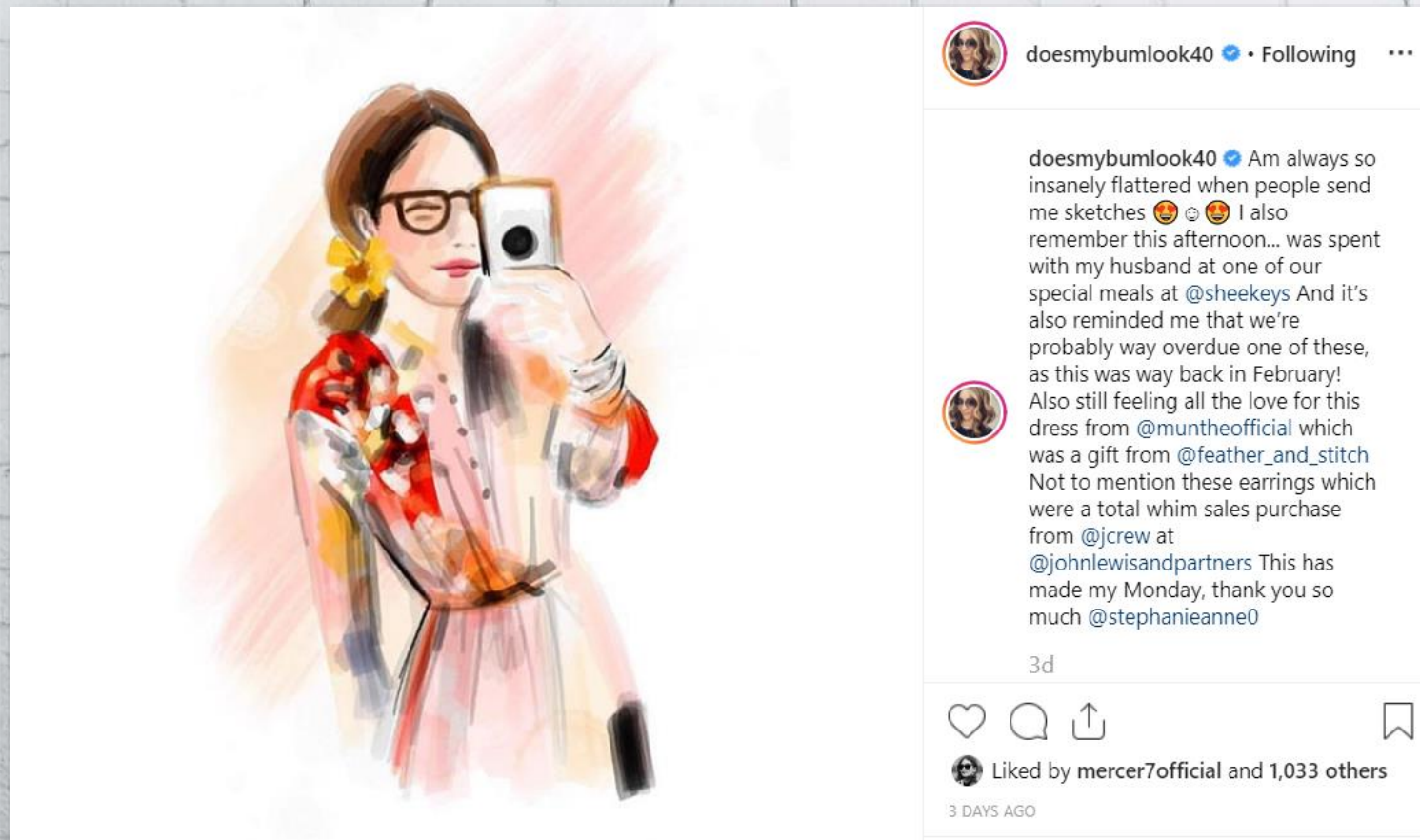
WORKING WITH INFLUENCERS

GIFTING



Value exchange:
likely to get a
mention and a link
to your Instagram
handle

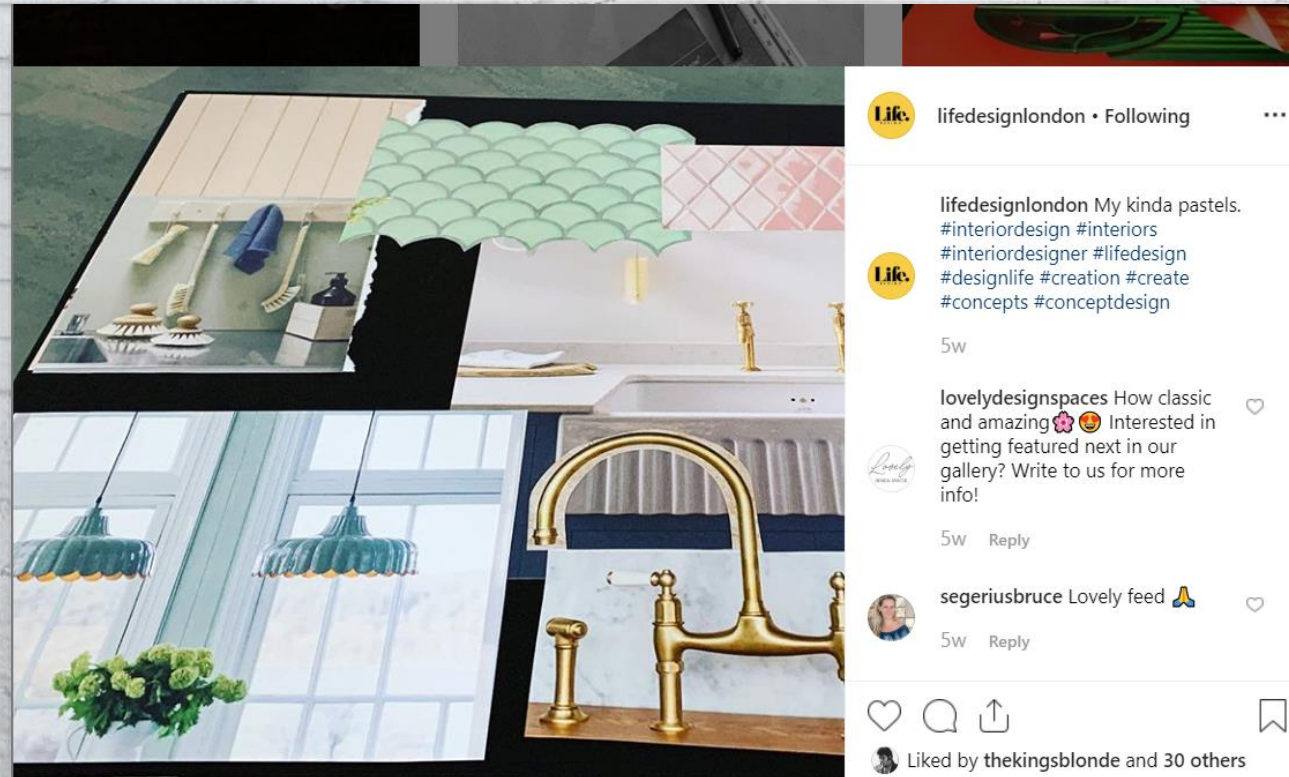
PERSONALISE



Value exchange:
likely to get a
mention and a link
to your Instagram
handle

CONTENT OPPORTUNITIES

- Is there an experience you can offer that would make great content? Interior design consultation, cooking lesson, crafting masterclass?



More bargaining power – agree number of posts / Stories upfront

SPONSORED POSTS



Influencer will advise cost per sponsored post / paid partnership. Cost depends on the size of the influencer's following.

COLLABORATIONS

INTRODUCING SUSIE J VERRILL X FROM BABIES WITH LOVE: THE ELEPHANT FAMILY COLLECTION

We're delighted to introduce our collaboration with Susie J Verrill.

You may recognise Susie from her hilarious Instagram account that never fails to put a smile on our face. She is also a talented journalist, blogger, and mama.



Collaborating with Susie J Verrill on this collection has been a fantastic chance to shout about our work to support vulnerable children across the world, and how our Social Enterprise model is innovative in the baby industry.

"I was honoured to be asked to collaborate with From Babies with Love - I love their vision and their commitment to supporting babies and children all over the world that need it the most. It's so exciting to work with a brand that creates gorgeous clothes, accessories and toys but also makes a real difference to vulnerable children. I really hope people love this collection as much as I do." Susie J Verrill



Clemmie Hooper (known as Mother of Daughters), and Rachel Jackson London have collaborated on this exciting new collection of personalised, collectable charm jewellery.

Inspired by Clemmie's lifelong love of jewellery, she & Rachel have created a series of modern day heirlooms, designed to celebrate the amazing women and girls in your life.

Choose one of the ready-to-wear pieces, or, create your own entirely unique piece by selecting a chain and choosing your own customisable charms.

Mother of Daughters
x
RACHEL JACKSON

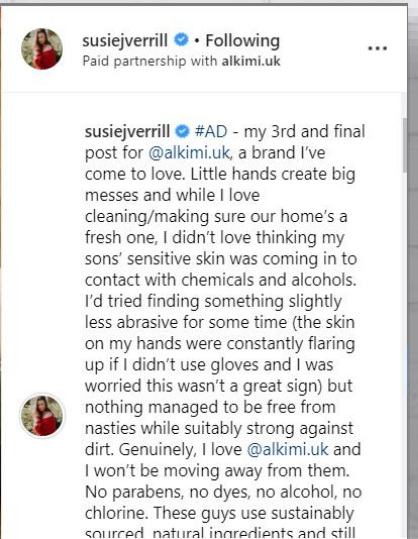
More formal arrangement –
requires a more formal
agreement including specific
deliverables from the influencer

ASA RULES

"If celebrities or influencers are posting about a product on social media, they must make it clear if they've been paid to promote it, or have been gifted, loaned a product or thanked in some other way by a brand."



#Ad- Gifted



Paid partnership / #AD

A FEW POINTERS

- Turn on notifications so you can monitor your target influencer's posts
- Aim to build long-term relationships
- Build your social following so you can include in the value exchange



PR 101

Capturing the Attention of Media & Influencers