

ISSA/InterClean Convention Seminar
Tuesday, November 19, 2013
Las Vegas, Nevada

Media Matters: PR for Small Business Growth

Gretchen Roufs

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San Antonio, TX 78248
www.GretchenRoufs.com



Hello

- In jan-san for 25+ years
- Small business owner
- Red Cross public affairs volunteer
- VP of PRSA San Antonio
- ISSA member

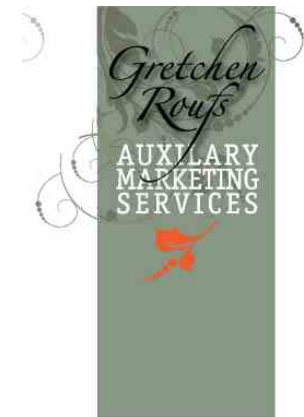
*My Twitter profile
@GretchenRoufs*

*Strategist, message developer, writer.
Public relations, marketing communications, public involvement.
Artist. Swimming teacher. Wife. Friend. Favorite aunt.*



Agenda

1. Increase positive awareness (why?)
2. Help customers understand your company and support your products and services (when?)
3. Identify audiences (who?)
4. Methods (how?)
5. Recognize and develop topics and messages (what?)
6. Hone in on media outlets (where?)
7. Best practices; do's and don'ts
8. Questions, “aha!” moments



Please write down one
current news item from
your company.

(You don't have to share this with anybody)

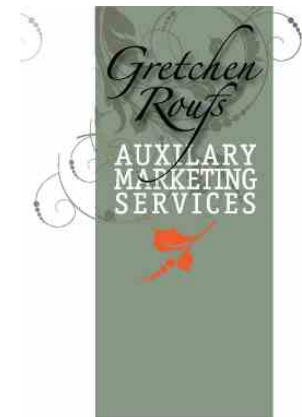


Definition

- Think of public relations as what we do when we build a relationship.
- Officially, public relations is

*"...a strategic communication process that builds mutually beneficial relationships between organizations and their publics."**

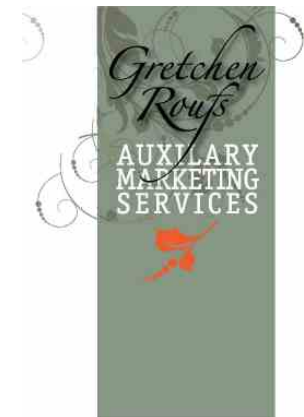
** Public Relations Society of America - www.PRSA.org*



Why?

(Or...what's in it for me?)

1. Reaffirms your customers' decision to do business with you.
2. Potential customers notice you.
3. You to become known as a subject matter expert - a "go to" resource.
4. When you're Googled, you show up (in a good way)
5. Your competitors are doing it. Don't be overshadowed.



When?

News

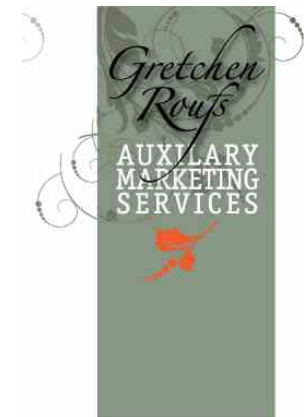
- Building expansion or new building
- Promotions or new employees
- New products, services, or system

Notable honors or activities

- Honor (distributor of the year)
- Certification earned (CIMS)
- Charitable activity (e.g., food bank)

Bad news, crisis, sad news

- Industrial accident
- Closure due to natural disaster
- Death of founder or owner



Who

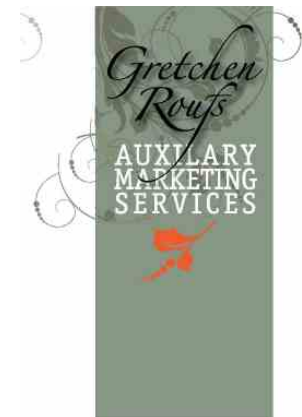
(The audiences)

External

- Current customers
- Potential customers
- Vendors
- Groups, associations
- Referral sources

Internal

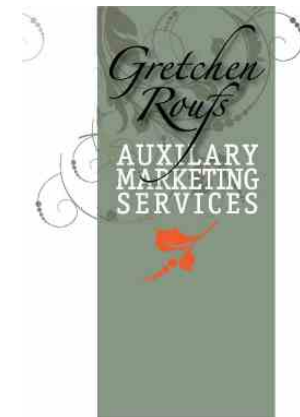
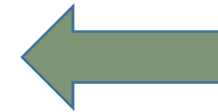
- Management
- Employees
- Board
- Consultants
- Subcontractors



How?

(The method)

- News releases to trade and local media
- Website content
- Social media
- Case studies
- Email marketing
- Direct marketing (flyers, catalogs)
- Networking
- Events (open houses, training seminars)



What?

(Your news release)

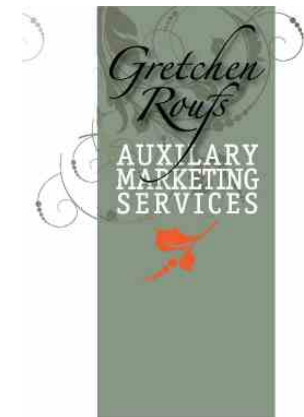
- Define the message
- Develop the news release
- Prepare your circulation list
- Distribute your release



Your news release

5 steps

1. Top
 - "For immediate release"
 - Headline
 - Subhead
2. First paragraph
 - City and state
 - Summarize news
3. Quotes
 - At least one quote from someone knowledgeable
4. Boilerplate information
 - Standard set of information about your company
5. Contact information
 - Name & title, email, phone



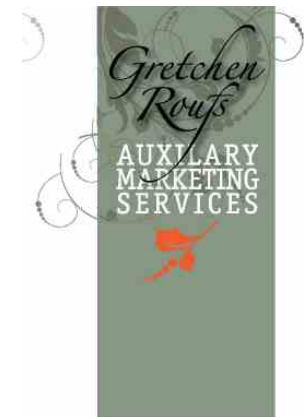
1. Top *(Sample release)*

FOR IMMEDIATE RELEASE

November 19, 2013

**Woman-Owned Firm Receives
Federal Certification**

*Marketing and public relations business qualifies for
set-asides for woman-owned businesses*



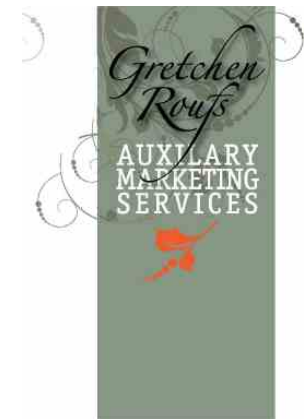
2. First paragraph *(Sample release)*

San Antonio, Texas – Gretchen Roufs Marketing and Public Relations (d.b.a. Auxiliary Marketing Services) just received the U.S. Small Business Administration (SBA) Women-Owned Small Business Program (WOSB) designation — also referred to as 8(m). This qualifies the company to be eligible for federal contracts that are reserved for WOSBs. This certification is available to small businesses that provide products or services in 83 eligible categories that are substantially underrepresented by women and are at least 51% owned and controlled by one or more women.



3. Quote *(Sample release)*

“Many government entities and their contractors actively seek to do business with 8(m) certified businesses. The certification procedures are strict, and I’m glad – and relieved -- we were able to qualify for this certification,” said Gretchen Roufs, company owner. “We provide services in three of the 83 categories that the federal government deems as underrepresented by women-owned businesses.”



4. Boilerplate *(Sample release)*

Auxiliary Marketing Services is based in San Antonio, was established in 1999, and provides seasoned marketing communications, public relations, and public involvement services to businesses and agencies by using a combination of classic practices and new techniques. The company specializes in developing and implementing key messages; managing complex, new, and controversial communications and outreach projects; and making complicated topics easy to understand. For more information, call 210-601-4572 or go to www.GretchenRoufs.com.



5. Contact *(Sample release)*

CONTACT:

Gretchen Roufs, Owner

210-601-4572

Gretchen@GretchenRoufs.com





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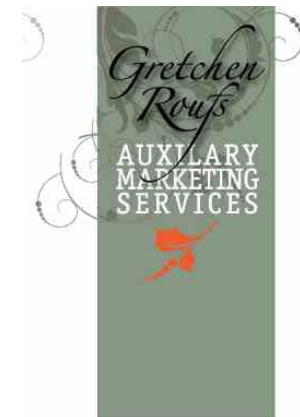
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Prepare your circulation list

- Local
- Regional
- National*

**Hint:*

Categories // MAGAZINE PUBLISHERS	
All \$ 1 2 3 4 5 7 A B C D E F G H I J K L M N O P	
★ Exhibitor	Booth Number
<input type="checkbox"/> Building Services Management Magazine	2687
<input type="checkbox"/> Cleaning Business Today	2797
<input type="checkbox"/> CM B2B Trade Group	3743
<input type="checkbox"/> European Cleaning Journal	824
<input type="checkbox"/> ICS Cleaning Specialist Magazine	2792
<input type="checkbox"/> International Executive Housekeepers Association,	2595
<input type="checkbox"/> Maintenance Sales News	2120
<input type="checkbox"/> Sanitary Maintenance Magazine	2224
<input type="checkbox"/> Walden-Mott Corp.	3316



Distribute your release

- Prepare release as a Word file
- Email release to editors
- Use high resolution photos (300 dpi)
- Send photo as a separate attachment



Editors say ...

Some say double-space;
others say single space
(I like single space).

Just the facts –
don't claim that
your product is
the best in the
world (unless it
really is).

Sum up the
release with a
clear, concise
headline.

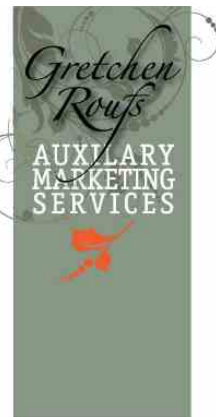
Get straight
to the point –
don't waffle.

Include
contact name
and contact
information for
editor to use.

List your city
and state.

Use high
resolution photos
(300 dpi).

Include web
address for
readers.



The trick

“The trick, professionals say, is knowing how to format a good release, where to send it, and what information to include.

“The release is the face of your company that you're sending out into the world, so it's not a task to be taken lightly.

“Don't forget: with most press releases now available online through wire services or your company's website, customers or clients may also be reading them, not just reporters.”

www.inc.com/guides/2010/09/how-to-write-a-press-release.html



Best practices



12 PR Do's and Don'ts

1. Be clear about what you do.
2. Don't bother with dull or flat news.
3. Define the 5 W's, then take action.
4. Read your piece out loud.
5. Have someone else read your piece.
6. Don't contact publications unrelated to you.
7. Focus on your target audience – don't be scattered.
8. Everyone should have business cards.
9. Don't underestimate your personal network.
10. If you're going to use social media, practice first.
11. Make friends with the media.
12. Create a graphic identity and stick with it.



Words on the “*do not use*” list

1. best
2. revolutionary
3. amazing
4. great
5. innovative
6. unique
7. delighted
8. very
9. penetrate
10. solution
11. state-of-the-art
12. cutting-edge
13. proud to announce
14. award-winning
15. world-class
16. _____



Please write down
another news item from
your company.

(You don't have to share this with anybody)



List one thing you can do by
to help your company
increase positive awareness.

(Be realistic. Do it by December 1.)



Summary

1. Increase positive awareness
2. Help customers understand your company and support your products and services
3. Identify audiences
4. Methods
5. Recognize and develop topics and messages
6. Hone in on media outlets
7. Best practices; do's and don'ts



Questions?

Or...any “aha!” moments?



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