

Crisp Video

WHAT STORY ARE YOU TELLING?

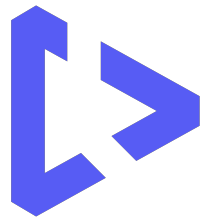
Leading Through Adversity: Generating Positive PR During Moments of Crisis

PANELISTS

- Cameron Herold | [COO Alliance](#)

Generating Positive PR

- Understand the media business business model. Media makes money by having advertisers. You can only have advertisers by having good content.
- Know your angle. Understand your angle and your personal story relative to your industry or landscape. Does your story differentiate you? Is it good content?
- There are many angles to consider: entrepreneurial journey, overcoming adversity, unique company culture, technological advancement, client benefit or help, etc.
- Know your target. Understand your target audience and cater your content and messaging to that specific target. In order to target your avatar audience you must also understand what platforms they're using and what type of content to leverage to get in front of them.
- Pick up the phone and connect with your clients, especially right now. Cut through the clutter and just connect with them.
- PR is not a subset of marketing. It is a function of sales. As with all sales functions, you must understand your funnel and how to manage that sales funnel by proactively handling any objections.
- It's about making enough outbound calls understanding your target audience and bringing them back down through your funnel.



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- Be front stage ready. If you're getting any press around your business, regardless of the business you're in, make sure your businesses camera ready.
- Light your own fire with PR. Think about a story that you land. Think of a story like a log that you're putting on a fire. Share the story across all your platforms and by getting it in front of all of your customers and your potential customers, email it to your employees and ask them to share it. Leverage all the audiences available to you.

How to Grow

- The companies that are going to do really well right now are the ones that recognize it's all about: how do we come out of this stronger.
- Spend more on your marketing now. It is cheaper than it's ever been. You're building a brand for the next 10 years.
- Focus on sales, marketing and PR and how to truly drive your organization. This is the time for increased spending on marketing and advertising and on training your team.
- During a recession or economic downturn, people think nobody has money. The reality is there's a lot of money out there, it's just frozen. Sometimes people are cautious, but you just have to find the right target audience.
- Target your money, focus, and time on the right, social demographic profiles that are going to generate more of a return for you.
- This is a great time to do acquisitions. Not every company will emerge from this so It's not a bad time to be doing this if that's a part of your long term strategy for growth.
- It's also a great time to be stealing. What I mean by that is, to steal ideas from great companies. All the best companies in the world have figured out every problem or every opportunity in front of you. You just have to do what the best people are doing. And you'll grow faster.