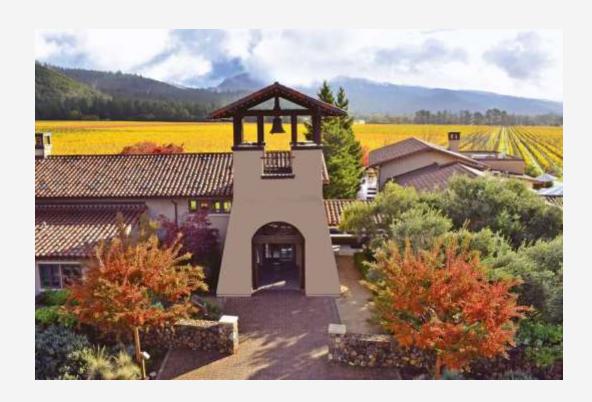


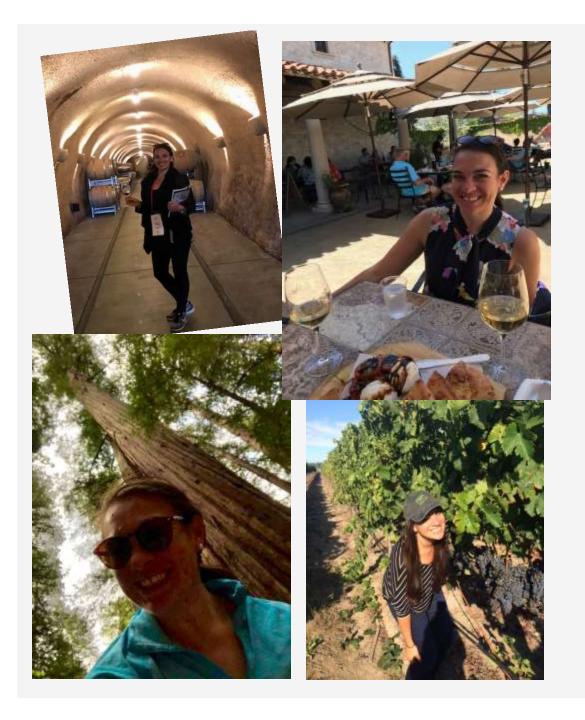


Overview

- About Lou Hammond Group
- Understanding Public Relations
- Tips: Working with the Media
- Tips: Working with The Trio
- Social Media 101
- Working with Social Media Influencers
- Social Media Influencer Marketing Trends







NICE TO MEET YOU!

Carlyn Topkin

Vice President, Lou Hammond Group

7 Years with LHG, Sonoma County Trio



WHAT WE DO



PR.



Creative.





Digital. Branding.

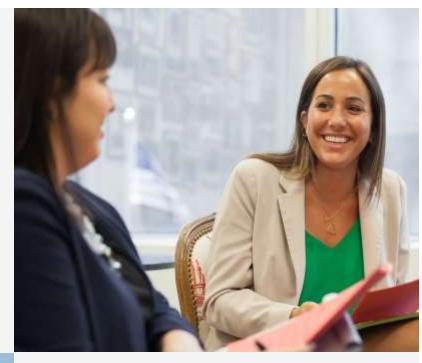




All in. Large enough, major accounts. Small enough, personalized attention.



40 clients **▼**



5 offices •

NYC | CHS | HOU | LA | MIA



40 employees ▲





Why Public Relations?

Third-party endorsement; more credible

Cuts through message clutter

Offers visibility, awareness, recognition

Creates understanding, support, influencing opinion

Sustained effort establishes goodwill

It's an art form!





Public Relations

Forbes

Billionaires Innovation

Sonoma Seduces With Creature Comforts





Imagine the most beautiful coastline you've ever seen: miles of Pacific Ocean raging up against massive rocks that stand sentinel in the surf like ancient gods. Now add to that, fertile valleys where some of the world's best wines hang from clusters of grapes waiting to be born. Add the passion of chefs, butchers, picklers, soap makers, hoteliers and even the cinematic passion of Sonoma-lover Alfred Hitchcock and his masterpiece, The Birds, filmed in Bodega Bay and you'll get some idea of why Sonoma County is now using the phrase "Life Opens Up," to describe its delights.





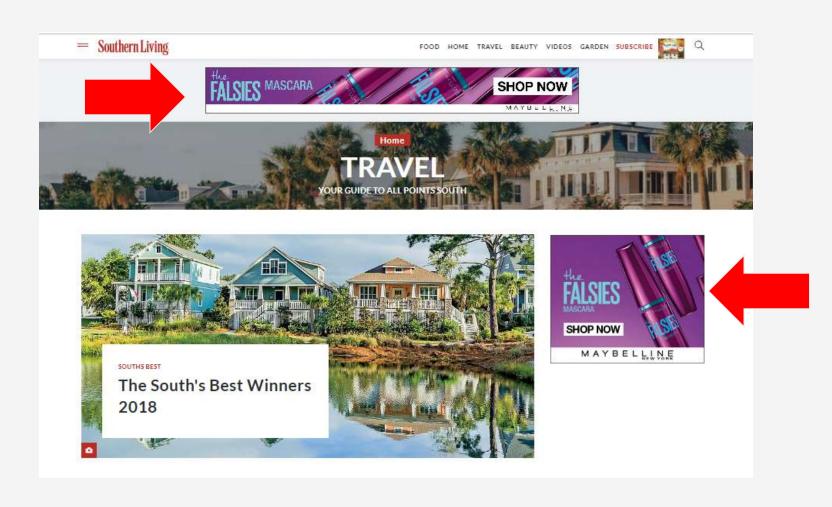
nytoanywhere My trip to San Diego a few weeks ago was very quick but we managed to get to see lots of the city including the Old Town which was a short drive from our @sonderstays apartment! It was in a great location for accessing all the different areasof San Diego and the size of the space made us feel like we lived there!

Do you prefer staying in an apartment or hatel when you travel ?

#takingstayfurther #sonderstays



Advertising





Public Relations At Its Best

Tells a Story

Shapes an organization, way it works

Offers feedback, evaluation





Flexibility

Creativity

Willingness, know/serve media

Planning/organization

Common sense





Think about who this news is relevant to; not every release should go to The New York Times

Influential media (sampling):

- Local market newspapers
- Broadcast
- Business journals
- Bloggers

Regional/City/County Magazines

Surrounding cities newspapers

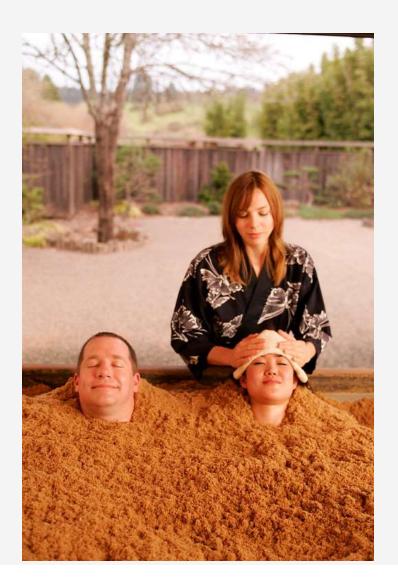
Airline In-flights

National travel/lifestyle/family/outdoor outlets



Press Releases

- Limit to when big news is happening (anniversary, special deal)
- Keep to 1-2 pages
- Don't blanket distribute, send to the right contacts that would be interested





High Resolution Images, B-roll

- Must have captions: brief, descriptive, contact
- Keep shots simple, avoid visual clutter
- High-resolution, at least 300 dpi for print
- Save photo crediting information as part of file name when sending to press, PR contacts
- Don't send unsolicited as attachment; use DropBox, Hightail
- B-roll background footage, no audio, key TV placements, increasingly Internet; use digi format





Proactive Pitching

- Identify media, best reaches your audience
- Know their beat, tailor message
- Short pitch opens door
- Use e-mail wisely
- Fit pitch to trend
- · Creative, effective subject line





Media Visits – Journalists, Social Media Influencer

- Seeing is believing
- Some unable accept hospitality, i.e., some reviewers local/national, writers/freelancers certain major outlets
- Others accept/expect complimentary experience
- Don't have to say yes
- When in doubt, ask!





Media Visits – Journalists, Social Media Influencer

You have the right to:

- Confirm credentials
- Request assignment letters
- Limit complimentary services
- Offer press rates
- See copy of publication
- Turn down requests





Media Vetting – Journalists, Social Media Influencer

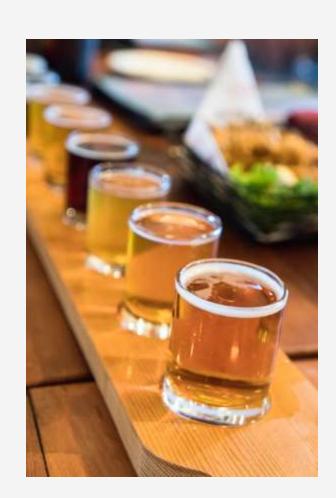
Not always cut and dry, but first question should always be:

Does this outlet/angle fit my objectives?

Things to consider:

- Size of ask (number of people traveling)
- Time of year (busy season, weekend?)
- Size/reach of publication
- Estimated coverage timeline (some online stories can hit within days, some print can take two+ years)
- Cost vs. ROI

When approached, send to the PR contact at your organization, who can also assist in vetting





Media Vetting – Journalists, Social Media Influencer

Potential Red Flags

Things to consider:

- Party size (Is the journalist asking to bring husband, three kids and five cousins?)
- Tone of voice during correspondence (Are they demanding things, acting entitled, trying to bully you into a request?)
- Tone of voice in past articles (Is it positive? Snarky?)
- Recent Work (Can you find recent articles in the outlets they are mentioning? Has their personal website been maintained?)









What is News?

Trends

Partnerships, promotions

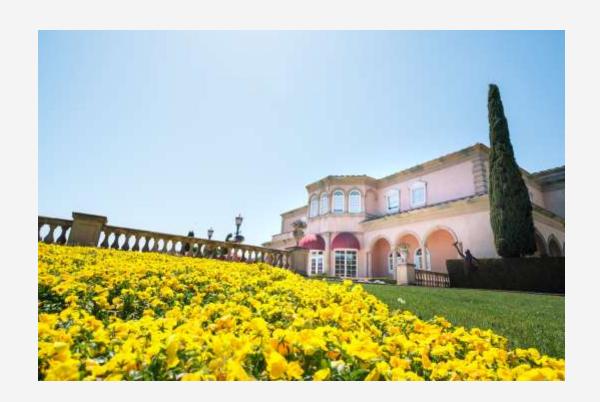
Special offers

Significant/distinctive events

Awards, recognitions

Survey data

New is news





What is **NOT** News?

We're wonderful! (who cares?)

Small event, only applicable to local market

Minor refurbishment/upgrade; new bedding, etc.

Packages without value, trend, seasonal hook

Local products, event tickets not sold online

Updated restaurant menus, minor additions/changes





Success Through Segmentation:





Media's number one complaint:

PR types don't take time to know them or their outlets

Build relationships





Media receive up to 100 pitches per day!

Start with data, facts; build case like a lawyer

Make subject line a headline; grab attention

TIMING IS EVERYTHING



Magazines: Think Christmas in July

Be mindful of seasons

Leverage national months, days





While many journalists say they'd like PR pros to contact via social media, less than half, PR practitioners have successfully pitched via social.

-- Cision





Ultimate relationship killer

Don't exaggerate...lie...BS; Media see through it

Honesty builds a better story





Integrated Approach: What can you be doing?

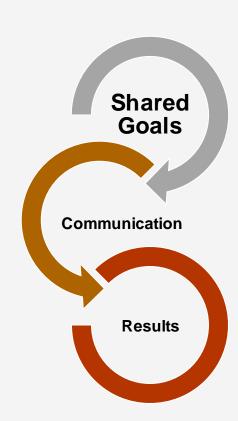
SHARE new hotel packages, restaurant specials, interesting events/exhibits

RESPOND "Publicity Alerts" leads – those responses are used to pitch media; better chance of coverage the more you respond

OFFER media complimentary services (meals, overnight stays, attraction passes) – allows more media to visit Sonoma County

PROVIDE hi-res images, b-roll video

LINK SonomaCounty.com, Sonomawine.com, Sonomawinegrape.org on your business homepage





Integrated Approach: What can we do for you?

VETTING journalists, social media influencers that reach out seeking comps, media rates

HOSTING opportunities, we can coordinate meals, destination experiences to enrich visit of journalist/influenceryou are hosting

PROVIDE destination updates on what's new, hi-res imagery for larger features

SHARE leads, proactive and reactive; deadlines are determined by media; can be short!

PITCH new products, packages, happenings at your business to national media





Social Media by the Numbers:

What you need to know

- **37** % of the world's population use social media
- **86** % of users follow companies on social media
- 75 % of users have purchased something because they saw it on social media
- 57 % of users are more likely to buy from a company they follow on social media

Which platforms should you be on?

Facebook:

- 2 billon active monthly users
- 71% of consumers like or follow company pages on Facebook.
- 52% male, 48% female

Instagram:

- 800 million active monthly users
- 51% of consumers use regularly
- 42% male, 58% female

Twitter:

- 317 million active monthly users
- 43% of consumers use regularly
- 53% male, 47% female



Social Media - Discussion

Who is currently maintaining the pages within your organization?

Which platforms are you on?

How often are you posting?

Are you monitoring which types of posts do best?



The Big Three: Facebook, Instagram, Twitter

Make the platform work for you

Facebook:

- How to use: Share events, links to articles, informational updates, engage with targeted audiences, and build a fan base.
- When to post: Any day between 9:00 a.m. and 3:00 p.m.
 (Wednesday Sunday being the strongest)





The Big Three: Facebook, Instagram, Twitter

Make the platform work for you

• Instagram:

- How to use: Share high quality images that showcase the best of your company/brand.
- When to post: 8:00 a.m. and 5:00 p.m., Monday-Friday (Monday being the strongest)



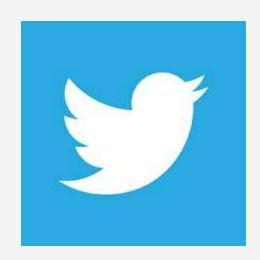


The Big Three: Facebook, Instagram, Twitter

Make the platform work for you

• Twitter:

- How to use: Share brand-relevant content, engage and gain foothold with targeted audiences, connect with influencers and deliver one-on-one customer service.
- When to post: Anytime, but mostly Monday-Friday between noon and 3:00 p.m.





Getting Started

Spread the word

- Link social media buttons to each of your channels on your main website
- Cross promote channels by including links inviting recipients to "like" or "follow" each channel



WHAT'S POPULAR

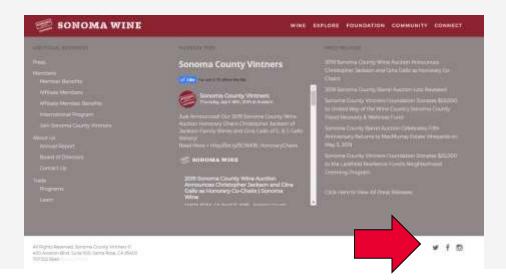
Festivals & Events
Food & Wine
Outdoor Activities
Sonoma Insiders
Things To Do
Trip tineraries
Weddings
Wineries & Wine

SONOMA COUNTY TOURISM

About Sonorna County Tourism Meetings Professionals Partners & (coal flusinesses Press Room Travel Trade









Getting Started

Make yourself easy to find

- Handles and Page names should be straight forward, consistent across platforms
- Fill out all pertinent information:
 - Phone numbers
 - Email addresses for inquiries
 - Street address
 - Hours
 - Website

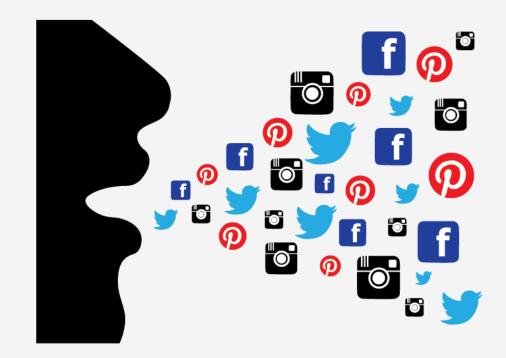




Getting Started

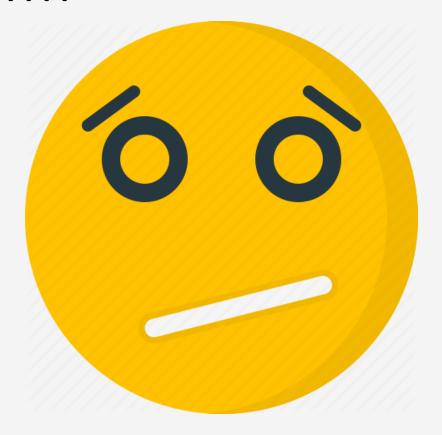
Establish yourself

- Find your "brand voice" serve as framework for content and all messaging
- Develop distinct brand personality, embodies your business' style, identity





So What do I Post?????





Ideas for Content

- Shots of vineyards, winemaking process
- National Holidays (National Hamburger Day, National Chardonnay Day + traditional ones)
- Fun Facts
- Historic Moments
- #TBT Throwback Thursday, #FBF Flashback Friday
- General destination shots reach out to SCV, SCT, SCW for high-resolution imagery you can use to promote Sonoma County, alongside your business





Set yourself up for success

- Plan ahead using content calendar
- Vary content mix by including high quality photos, videos—the more visual the better
- Utilize platform analytics to target specific audience interests and behaviors in your posts





Your content should...

- Be authentic, relatable, reliable, and relevant
- Highlight brand purpose
- Tell a story











Emphasis on Quality

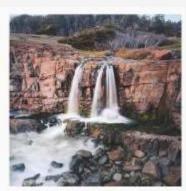
- Promote latest happenings within your business, industry or local area
- If you have quality images from an event, share with the Sonoma County Trio 2-3 weeks out, will work to incorporate into content calendar to help gain additional exposure
- Utilize user-generated content, reposting great quality imagery from day-to-day visitors
- Ensure all copy and imagery are crisp, concise, and align with your brand identity, values















The State of Social: Looking Ahead

What to focus on in 2019

Video

- Consumers want more engaging, interactive content to captivate their attention
- Listen to your audience. What are they looking for that you can put into short video content?
- When hosting social media influencers, ask to create a video as part of deliverables
- Don't be afraid to use Instagram Stories or go live on Facebook!





The State of Social: Looking Ahead

What to focus on in 2019

Building Community

- Retweet, like, share, mention and reply to user posts that are relevant to your business
- Ask questions, use call to action to drive conversation and actions- avoid posting without a purpose
- Create high-quality content, audience will find interesting and meaningful and informative





The State of Social: Looking Ahead

What to focus on in 2019

Social Media Advertising

- Target audiences that are traveling in/to Sonoma County
- Promote specials around seasonal or local events
- Create and boost an event page to raise attendance and increase awareness for your event
- Most of Facebook is pay-to-play; not being seen without any money behind it. Very easy to boost posts for \$5-\$20 and gain much more visibility

















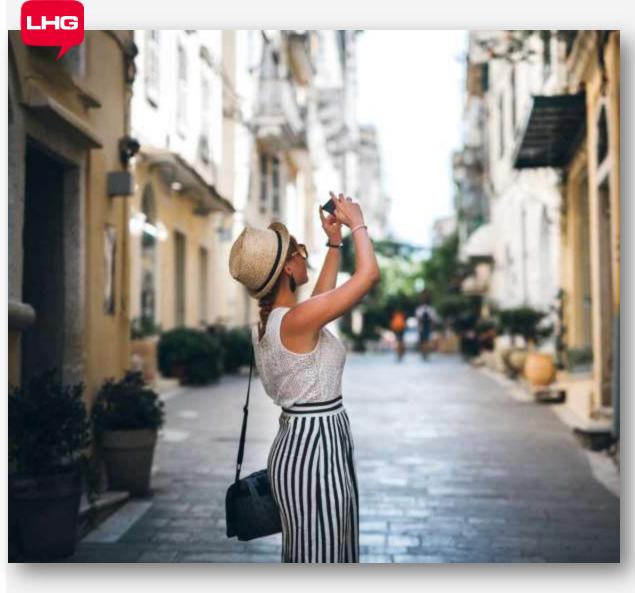






Keys To Successful Influencer Marketing *Identify The Right Influencers for Your Brand*

- Know your <u>target demographic</u> and choose influencers accordingly
 - Age, Gender, Tone of Voice, Etc.
 - Useful to come up with an avatar of who your ideal client is to find out this information
 - What is the product or service you are offering, and who will use/purchase it?
- Most common: Social Media Influencers
 - Instagram, Facebook, Twitter
 - Bloggers, Podcast hosts and Thought Leaders can also be Influencers
 - However, all would need to have a significant following on social media
- Niches: Lifestyle, Fashion, Travel, Food, Health/Wellness/Fitness, Wine, Etc.



Keys To Successful Influencer Marketing *Identify The Right Influencers for Your Brand*

- Mega-influencers (1M+ followers)
 - Celebrity and social media stars driving brand awareness, rather than sales
 - Many eyes, less conversations
- Macro-influencers (50K-1M followers)
 - Tend to focus on one specific topic
 - Drive brand awareness and sales to a niche audience
 - Many are full-time influencers at this point
- Micro-influencers (5-50K followers)
 - Often have more personal relationships with followers
 - More likely to sway opinions and drive sales; seen as a peer influencer
 - Often have better engagement rate





Keys To Successful Influencer Marketing Measure ROI

Follower count

How many eyes will see their content?

Engagement rate

 Comments + likes / total # of followers = engagement rate

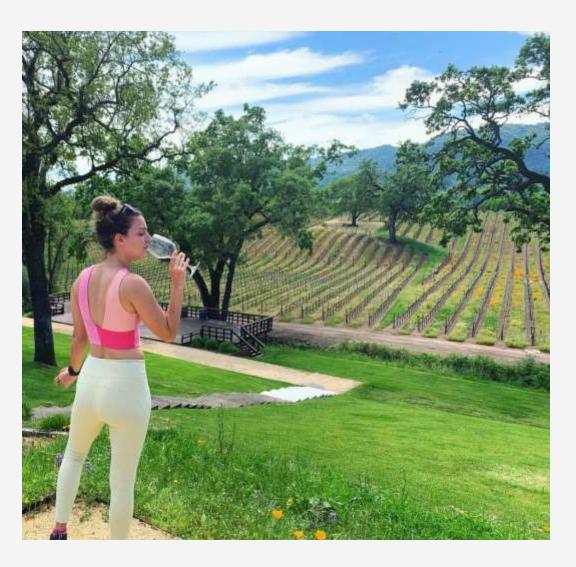
Conversion rate (sales made, increased followers)

- Have influencers use custom tracking link in their bio to track sales on backend of your website
- Note # of followers on your brand's account before and after influencer promotes

#Hashtag Usage

 Use a custom hashtag throughout an influencer campaign or trip to manually track numbers of posts, likes and engagement rate.





Keys To Successful Influencer Marketing

Maintain Lasting Relationships

Follow up

Persistence is key!

Create well-rounded itineraries

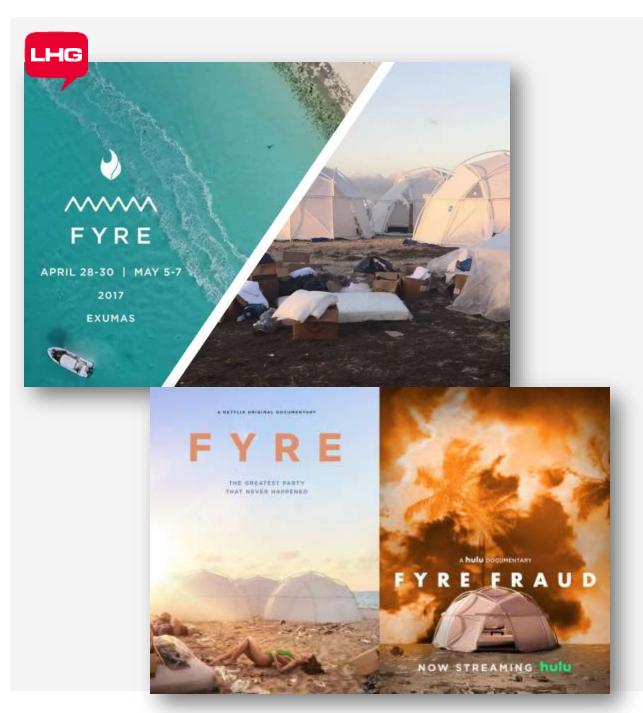
Healthy balance of what you want to promote
 vs. free time for them to discover on their own

Comped vs. discount

- Negotiate a contract beforehand stating exactly what you will provide and vice versa
- Ex: one-night stay at X hotel in exchange for 2 Instagram Posts, 5 Instagram Stories and one blog

Engage

 Like, comment, retweet, share, etc. all influencer content via your brand's social accounts



Keys To Successful Influencer Marketing Be Transparent

Communicate

 Marketing team must be in the loop with production team status so that they can effectively communicate and market to audience

Address Problems/Issues

 Have a clear strategy/communication plan to combat negative feedback and address questions via social media platforms

#Ad

 Influencers to use #ad or #advertisement in the copy of their promotional post to avoid legal complications







2019 Trends for Influencer Marketing

Implement Smart Speakers

Utilize influencers to help reach your target demographic

Instagram takeovers

 Let an influencer that resonates with your brand takeover for a day

Instagram live

• Use Instagram's real-time video tool to host interviews, do a Q&A, etc.

IGTV

 Let's you create your own "channel" on Instagram where you can store videos

Facebook live





2019 Trends for Influencer Marketing *Create Live Video*

- Live Video, brand audience appeal
- 87% of consumers say they'd like to see more video from brands in 2019
- 68% of consumers prefer to learn about new products or services via video
 - Ex: Hire videographer, professional level content, utilize Instagram stories & IGTV, create YouTube vlogs, promote via social media channels





2019 Trends for Influencer Marketing *Work with Micro-Influencers*

- Micro Influencers: 5-50K followers
- Pros: Established communities surrounding content, interact with fans/followers regularly, high engagement & active audiences
- Viewed as: authentic, trustworthy, relatable, approachable
- Niche audiences, target more specific demographic



2019 Trends for Influencer Marketing *IGTV*



- Provides longer form content to audience, hard with post/story
- Any size account can utilize, add swipe up link to IGTV videos within Instagram stories
 - Ex: Repurpose video, sponsored segments, weekly "TV series" with influencers/influencer group, collaborate on talk show



2019 Trends for Influencer Marketing *Maximize Engagement*



- Start conversations, ask questions through brand's content; host giveaway
- Create social videos, builds community (IG stories, IGTV)
- Create short, fun product videos, influencers can share

ANY QUESTIONS?



THANK YOU!

