

Monthly Musings



courtesy of Fletcher Consulting PR

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SMART MARKETING:

Grow Brand Through PR

The smartest marketers today are segmenting their target markets by age, interests and participation. You search online for a pair of hiking boots and then, as if by magic, ads for that pair of hiking boots follow you around on your feeds for a week or even a month on your digital media.

Marketers call that "retargeting" – serving repetitive ads because you have already expressed interest in a product.

If you're searching for a gag gift such as harmonicas, you will see harmonica ads for a set number of days even if you are you are searching for football scores and local concerts.

This process of hypertargeting -focusing on a micro segment - allows advertisers to reach a more focused audience with greater frequency rather than reach a massive audience with small less frequency.

Frequency is the driver of effective advertising, because the average consumer needs to see an advertisement three times before being able to recall it. The reason? The consumer is passively watching/reading/listening to the advertising while actively watching/reading/listening to the content. For example, while watching a newscast.

The purpose of public relations is to **become** the news content rather than be the company advertising in the newscast. Content placement of your message – it's called "earned media" – is valuable because the quality of your story and its relevance to the audience "earn" its position, whether the topic plays in broadcast, social media, digital, or print.

Recent examples:

• **Dalworth Restoration** invested its resources in **#Restoring Kindness** throughout the month of August by donating almost \$4,000 worth of free coffee, BBQ, pizza, seafood, ice cream, and even 600 candy bars to a local hospital. News coverage consisted of social media posts and re-posts, "Wake Up to Something Good" with

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... the quality of your story and its relevance earn its position...

Share information that is valuable to the audience rather than try to sell...



NBC 5's Laura Harris and feature reporter Sean Giggy on New 8/WFAA's "Daybreak" morning show. The story also ran in the Fort Worth Business Press. Interesting note: The "Wake Up to Something Good" segment also ran on WBIR-TV in Knoxville, Tennessee.

• **Ian MacLean, owner of Highland Landscaping** in Southlake, leveraged his new position as **chairman of the Small Business Council** of the United States Chamber of Commerce to write monthly columns on timely business issues for the Fort Worth Business Press.

• **Michael Moore, owner of M3 Networks** in Fort Worth and Southlake, made himself available for interviews for and composing columns, and appeared on panels alongside a nationally recognized cybersecurity expert due to the timeliness of IT and cyberterrorism.

• **Ciera Bank** took a photograph on May 7 of last year with the **U.S. Navy Blue Angels** precision flight team flying immediately over the bank's Fort Worth location that bore a message that read: "Thank you! Hospitals, Healthcare Providers & First Responders. Fort Worth loves you!" The bank's Fort Worth location sits at the corner of I-30 and Summit Avenue, at the northern edge of the hospital district, so healthcare workers would see the banner on their way home from work. That photo appeared in a print story, on social media, and in print advertising.

• When the pandemic first struck in March 2020, **Dalworth Restoration** donated over \$30,000 worth of **Theraworx foam sanitizer/moisturizer** to a dozen local cities to give to their first responders. Again, the news coverage extended to TV, social media and print.

• **Dayspring Restoration** in Montana provided **professional grade sanitizing for all vehicles** from local first responders in six different communities. This kind gesture – and yes, Dayspring does implement **#RestoringKindness** on its own – earned news stories on several TV stations, as well as mentions in social media, local radio stations and in print.

• **Former Southlake Mayor Laura Hill** hosted an event with 17 present and former mayors to encourage their support of **Alliance**

John Fletcher is a recognized authority on the subject of effective communications. He is available for speech-crafting, public speaking engagements and consulting on a project basis.

For Children and the story ran on NBC 5 and in several print publications.

The three keys to earning the media's attention and their willingness to provide you with this valuable exposure are:

- **Demonstrate** that you have credibility – that you do know what you're talking about (It's even better when you are a subject matter expert!)
- **Show** how your message is relevant and timely to that media outlet's audience
- **Share** information that is valuable to the audience rather than try to sell your product or service

There will always be a need to advertise to promote what your company offers. Public relations is a powerful asset that grows your brand and generates the respect for what you stand for.

SMART MOVE:

Shaq Deserts Celeb Status, Gives to Charities

NBA basketball legend **Shaq O'Neal** startled the celeb world when he renounced his celebrity status. He told the New York Post, "These celebrities are going freaking crazy, and I don't want to be one. I denounce my celebrity-ness today!"

While I am impressed with his decision, his OTHER decision inspired me even more. Shaq leveraged his endorsement of [Papa John's Pizza](#) so that the company will donate \$1 from every purchase of his **Shaq-a-Roni** pizzas to support one of four nonprofits and community involvement.

The four are COVID-19 relief, Boys & Girls Clubs of America, United Negro College Fund and the fight against Racial injustice.

He calls the campaign, "[Pizza with a Purpose!](#)" The Shaq-a-Roni Pizza is an extra-large 16-inch pizza with extra cheese and extra pepperoni almost to the edges, plus a cup of special buttery garlic sauce and a pepperoncini spicy pepper.

Shaq put HIS MONEY where our collective mouth is. I've never had a Papa John's pizza, but I will now!



SMART FUNDING DRIVE:

North Texas Giving Day

Congratulations to the **Communities Foundation of Texas** for creating **North Texas Giving Day** in 2009. That program has grown from raising \$4 million that inaugural year to over \$66 million this past Thursday, September 23.

What an effective way to raise money and grow a stronger sense

COMMUNITIES FOUNDATION of TEXAS

— NTX —
GIVING DAY

presented by amazon

of community. Check out these statistics:

- **Total raised:** More than \$66,000,000
- **Unique donors:** 103,275
- **Number of participating nonprofits:** 3,366
- **Number of donations:** 283,648 (many donors split their contributions among multiple recipients)

The good news is that this program was in place long before the pandemic impacted our economy. Interestingly enough, last year's \$58.8 million represented a 17% increase over 2019 giving, even with the impact of Covid.

Developing a targeted creative solution can make a difference between failure and success!

THE Tiebreaker

Might Not Learn from Special K

The marketers at Kellogg's are normally quite smart, which caused me to pause when I read the cereal box for my chosen favorite – Special K with Almonds.

(OK, you caught me – my real FAVORITE cereal is Kellogg's Frosted Mini-Wheats because I love the sugar. Special K with Almonds is my SECOND favorite. If, of course, you don't count my FAVORITE snacks, - Hostess Twinkies and Ding Dongs!

But I digress.

The new box bears a bright green banner that reads, "**Now with MORE REAL ALMONDS.**"

My first thoughts are:

- Is Kellogg's increasing the amount of almonds?
- Or – even more importantly – has Kellogg's been using **FAKE** almonds and the company is now using **REAL** almonds?

Nobody from Kellogg's has ever offered me a position in their marketing department, but I would recommend: "**Now even MORE of the REAL ALMONDS that you LOVE!**"

Considering that food manufacturers toy with words that often imply more than they deliver, I find myself somewhat leery of what they tell me.

Let's use this as an opportunity to remember that we should write in such a way that our customers – even the most leery of them – can readily understand and trust us.

Now, back to the Twinkies and Ding Dongs. I can DEFINITELY trust them!

