

Press for Success



Prepping for Black Friday, Cyber Monday, & Small Biz Saturday



Share what you like, learn, & love!

Let's get our social media engines running:

- Connect on Twitter & Instagram via [@SabinaKnows](#)
- Find me anytime before, during, or after this event at www.SabinaKnows.com
- If you have a burning PR question right it down and I'll try to get it answered at the end of this lesson!

Hi! I'm Sabina Hitchen! I'm the founder of SabinaKnows.com.



Who am I & WHY I am I teaching you this PR lesson today?

- My passion, purpose, and life's work is teaching, and making education (in this case, PR education) accessible and empowering.
- **High school teacher** turned **entrepreneur** turned **PR teacher** for entrepreneurs.
- After teaching and designing education curriculum for *the Bill & Melinda Gates Foundation* I made the leap and began my New York City chapter.
- Ran a PR agency for over ten years, specialized in entrepreneurs, small biz owners, coaches and experts.
- Fast forward to now: Teaching entrepreneurs, makers, experts, and business owners how to get confident, get strategic, and get publicity at Sabina Knows & Press for Success.

Mindset Strategies of the Week

Prep the Inside First if the Outside is Gonna Work!



**Slow down and breathe through your work.
Less is MORE! Quality over Quantity.**



Enjoy the RIDE!



**What People Think of You is
None of Your Business**



**Remember that the fastest way to learn
Is through DOING!**

Today's Plan



Today's Plan

- Straight Up Golden Ideas! Steal them and USE THEM!
- Talk about Big & Small Picture **Rules of Engagement** for the “Sales Season” (Black Friday, Small Biz Saturday, Cyber Monday).
- How Experts & Service Biz Pros Can Get in on the Action.
- Discuss how your newsletter, social media, and brand can prepare.
- Talk PR – What to do, what not to do...
- Answer YOUR Burning Questions Live!

First, the WHO & WHAT



Where **BEST** to be Spending Your Time...

- Your biggest power is in your self-controlled marketing and promotions right now (newsletter, social media, cross promotion, blog).
- The long lead print is out, the TV (national) will be going BIG BOX/big sales.
- Your local TV will be better for an A-ha moment or feature for the holiday with a local biz twist (sure tie in the sale but also make it TV friendly and not a commercial).
- Some online and local print will be outlining sales, it's your job to research who has in the past if you want to spend your time pushing for press covering your sale. Use your time wisely!

Rule #1: Engage Now



Rule #1 Engage Now!

- Start NOW: Building engagement, interaction and awareness in your social feeds and your newsletters – not just for the sale but for your brand.
- You can't give a CTA that's going to make impact and stand out from the noise if you haven't been connecting with people already.
- You also want to build excitement for your sales before they hit. Here are some ways you can do that:
 - Tease out your sales (visually or via tweets, FB posts, Instagram).
 - Let them know there will be something coming (have them save their dollars for you).
 - Start "polling" what people in your brand's community are interested in if you have multiple offerings.

Rule #2: Strategize
Newsletters



Rule #2 Strategize Newsletters

- Plan out and pre-write your newsletters ahead of time, and prep the corresponding social media graphics for the sale promotions you'll be doing.
- Be sure newsletters TELL your readers to “share this with a friend”.
- Don't lose the message amongst other topics, spotlight it
- How will you stand-out? Subscribe to the “more is more”, reptition rule – this is not a time for subtlety!
 - Sabina's 35 Stories PR Swipebook Story



Speaking of the **35 Stories PR Swipebook**...

FLASH SALE

Your Biz **Needs**
This **PR** Tool!

35 Story Ideas PR
Swipebook

~~\$39.99~~ \$19.99

for 24 hours!



Evergreen & FOREVER useful!

Use it for your blog, PR pitches, or social media posts.

Proven story angles and spins that work (for any biz)

3 Examples of Each in Action!

SabinaKnows.com/35StoryIdeas

Rule #3 Engage
Social Media



Rule #3: Engage Social Media

- Use social media to get them excited and keep them excited and engaged throughout the sales weekend.
- Incorporating the right hashtags (universal & industry based) will help new, potential customers & clients find you.
- Give social media exclusive offerings and flash sales.

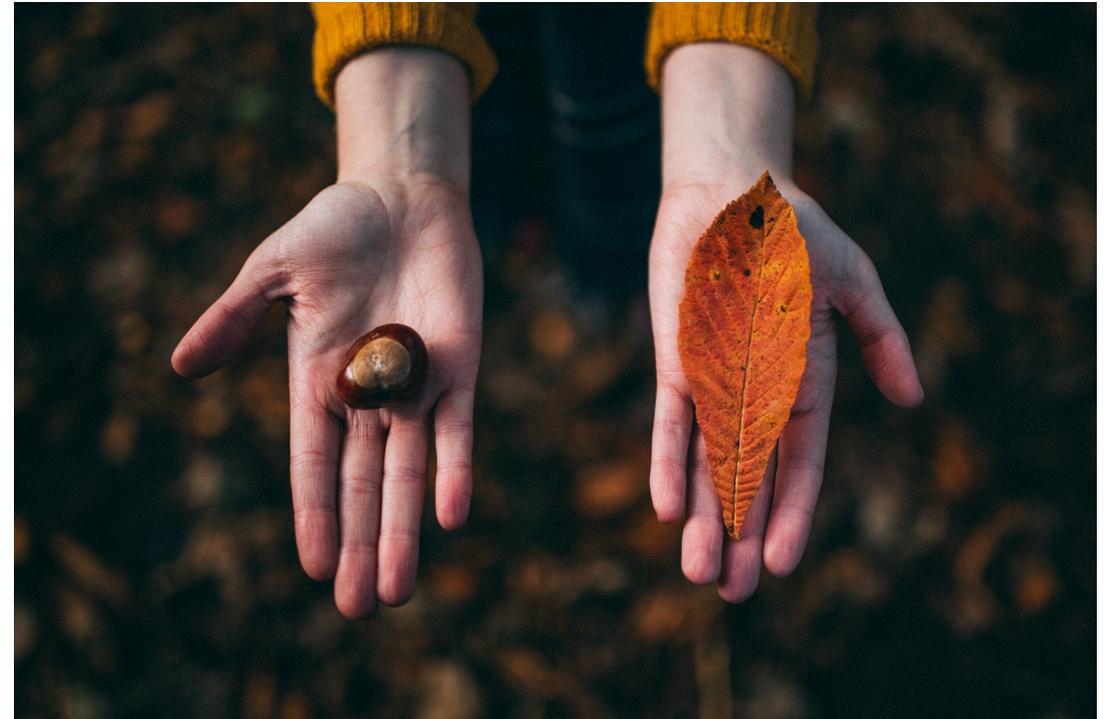


Rule #4: All Biz Owners
Should Participate



Rule #4: **All** Biz Owners Participate!

- A free video, template, offering, whatever your audience would want from you – don't be stingy (a rule for *everyone* during this season).
- Offer service or coaching “upgrades” for loyal customers or subscribers.
- Share a list of reasons why you're grateful for your clients (and include a sexy promotion with it).
- Reward email sign ups – if people are on your website already, encourage them to sign up and get an extra bonus!
- Don't simply share your seasonal, value-packed tips with the press, share them socially and on your blog.



**Rule #5: Every Interaction is
Showcasing Your Business**



Rule #5: Every Interaction Showcases Your Biz

- Remember you are always introducing and re-introducing your biz by what you share...
 - No throwaway newsletters, social media posts or blogging.
 - Even pitches that are no's or passes or silence (response wise) are a connection and a rung on your relationship building ladder.
 - Just because you aren't selling something NOW for your biz doesn't mean you won't sell something later (with tips and with products).



Rule #6: Let People
Sell FOR You



Rule #6: Let People Sell FOR You

- Engage people strategically to "sell for you":
 - Reward social media posts that promote your biz by an ask (a hashtag, a contest, a photo with a caption that alludes to your biz or sale).
 - Regularly tell them to tell a friend, tag a friend, share the wealth, etc. You can even offer newsletter (or social media) participants a special, exclusive discount for them to use and share with their friends – insider status!



Rule #7: Keep Leveraging
Sales Post Sale...



Rule #7: Keep Leveraging Sales...

- Your email receipt (or paper receipt) should include another promotion (with a deadline) to encourage another sale before the weekend ends.
- Encourage shoppers to take advantage of other businesses (you're partnering with) and their sales over the weekend via your receipt.
- If you can master segmenting an email list (or house a list for loyal and past customers & clients) leverage their shopping habits by giving them exclusive extra sales & promotions.

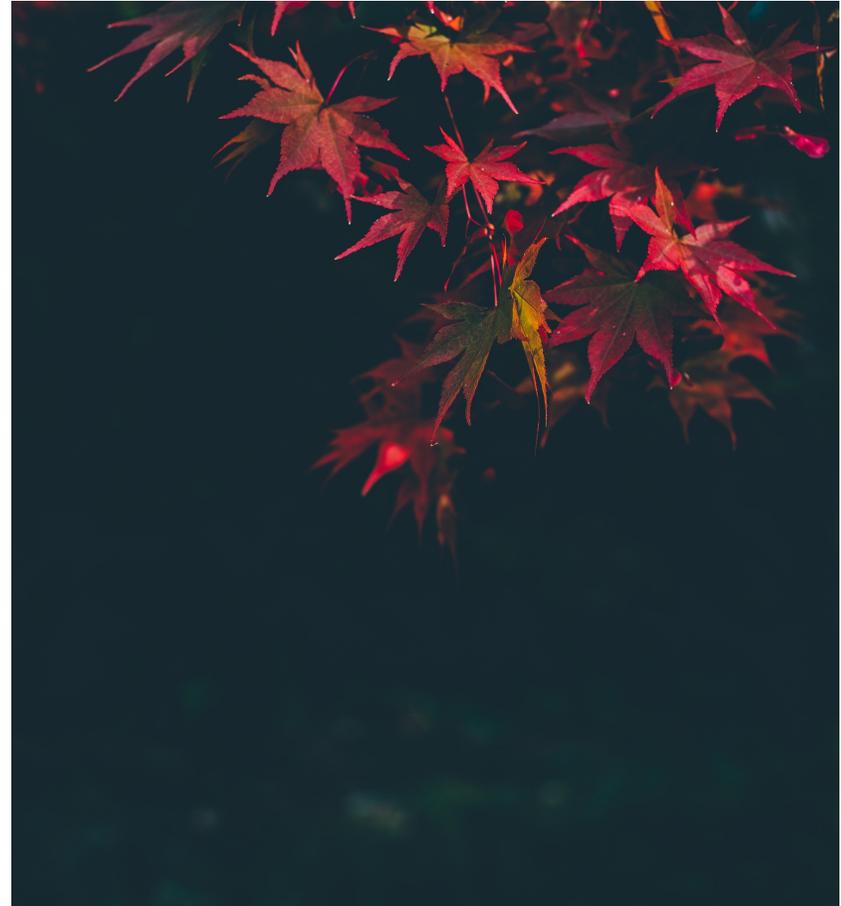


Rule #7: Don't Leave Out
Cross Promo Opportunities



Rule #7: Don't Leave Out Cross Promotion

- You don't have to go overboard here and over think it, there are simple solutions:
 - Create Pinterest, Facebook, or Instagram collages and graphics that promote, share across and tag all brands involved.
 - Share collaborative newsletters letting your customers in on a secret about a brand you love – but be careful not to simply share email addresses...
 - Brick & Mortar: Encourage and reward shoppers who go to partner stores & shops.



Rule #7: Don't Leave Out Cross Promotion

- **A Few Rules about Cross Promotions...**

- Doesn't have to be - and shouldn't necessarily be – the same kind of business, you just want the same kind of customers or clients.
- It's all about showing value – in both what you offer and how you promote it.
- Speak to your customers in your voice, your style, when doing a cross promo on your social feeds or newsletter. Authenticity is key to not offending people here.
- Remember that beyond sales you want to bring and invite these people into your biz – via social, your website funnels & more!



Rule #8: Let's Talk About
Your Offerings...



Rule #8: Let's Talk about Your Offerings...

- Please see this as a bigger opportunity than one or two sales days...
 - This isn't a time to be stingy, I don't think 10-15% or free shipping alone should be coming out to play right now...
 - This is a competitive time and the powerful sales will capture the attention you need.
 - Remember you can have different offerings on different days, and these don't just have to be different % off, they can be BOGO Bundles, add-ons, category wide discounts, flash sales, and highlight different offerings that tempt people to come back...



Rule #9 Golden Ideas
You Can Swap...



Rule #9 Golden Ideas You Can Swap

- New, fresh ways to deliver sales & value:
 - Create a gift guide (to share via blog, newsletter, and social) that makes shopping easy. Suggest your own products and/or turn this into a cross promotional experience. Use price points, a theme, BF sales, etc.
 - Use Flash Sales and hourly sales (this hour only, all earrings 50% off) to generate buzz, excitement, and urgency.
 - A reminder folks: Reward loyalty (to your social media followers, to you newsletter subscribers, to regular customers). They already like you. Make them feel special – and keep them engaged!
 - Remember that you can offer sales “extensions” and play with your own sales dates to get maximum impact, meaning: extend the offer (and send an email reminding them) or let your Cyber Monday sale run through end of day Tuesday. The more you analyze how your customers shop and respond to your marketing, the more you’ll know what best to offer them extension wise.

This Doesn't Have
To Be Goodbye!



Keep this PR & Biz Building Party Going!

Let me help:

- ✓ Free PR Training 2x a Month: www.SabinaKnows.com/Newsletter
- ✓ All sorts of #PRSexy Tips, Videos, Interviews, & More: SabinaKnows.com
- ✓ Easy Ways to Begin: www.SabinaKnows.com and hit the **Start Here** Button
- ✓ Facebook Group: www.Facebook.com/groups/PressforSuccess

SOCIAL MEDIA: [@SabinaKnows](https://www.instagram.com/SabinaKnows) – especially Instagram, InstaStory, & Facebook

Speaking of the **35 Stories PR Swipebook**...

FLASH SALE

Your Biz **Needs**
This **PR** Tool!

35 Story Ideas PR
Swipebook

~~\$39.99~~ \$19.99

for 24 hours!



Evergreen & FOREVER useful!

Use it for your blog, PR pitches, or social media posts.

Proven story angles and spins that work (for any biz)

3 Examples of Each in Action!

SabinaKnows.com/35StoryIdeas