

Marketing & Communications Webinar
Strategy & Public Relations
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MS&L

Advisors. Advocates. Activists.

About Mandy...

- Has worked at MS&L Atlanta for five years
- Skilled in consumer, environmental, sports and non-profit PR, national and local media relations
- Clients include The Home Depot Foundation, The Home Depot, Samaritan House of Atlanta, Atlanta Classic Foundation, among others

About MS&L...

- MS&L is a leading global communications firm and part of MS&L Worldwide, a network of communications brands and consultancies with 54 offices in North America, Latin America, EMEA and Asia, as well as an extensive affiliate network
- MS&L is fully dedicated to helping clients face the business opportunities created by today's green movement
- MS&L's ECO capabilities include corporate reputation communications and program development; eco-friendly technology and product introductions; community and public affairs; crisis communications; issues management and stakeholder relations; as well as corporate responsibility consulting and program development to support local, national and global initiatives

- Who are your competitors?
- How do you differ from your competitors?
- What are the current challenges in the marketplace?
- What is the niche that will set you apart from your competitors?
- Audit your competitors
 - Competitive media audit
 - Web site audit

Key Audiences

- Identify key audiences
 - Donors
 - Partners
 - Legislators
 - Employees
 - Volunteers
 - Consumers
 - Media
- Uncover what drives these groups
 - Primary research
 - Secondary research
- How do your assets relate to the audiences you're trying to reach?



- Set clear goals
 - Business vs. communications objectives
- Map out strategies that tie back to your goals and audiences
 - What is your “clever plan”?
- Craft messaging framework
 - Clear, concise and consistent
 - Segment by audiences
- Develop relevant tactics
 - Simple can still be effective
- Set clear measurement objectives

Influencing Public Perception

- Keep communications in mind when developing programs
- Understand what makes news
 - Timely
 - Unique
 - Research and facts
 - Emotional elements
 - Celebrity status
- Get to know the media
 - Dissect media landscape
 - Desksides
- Thought leadership
 - SMEs
 - Industry events
 - Byline articles
 - Trade media
- Strategic partnerships
 - Build credibility
 - Push for share of voice with media
- Web site
 - First point of contact
 - Make resources available
 - Be consistent

