

By Lynn Mikolajczak

Webinar

Introduction into
Inbound PR





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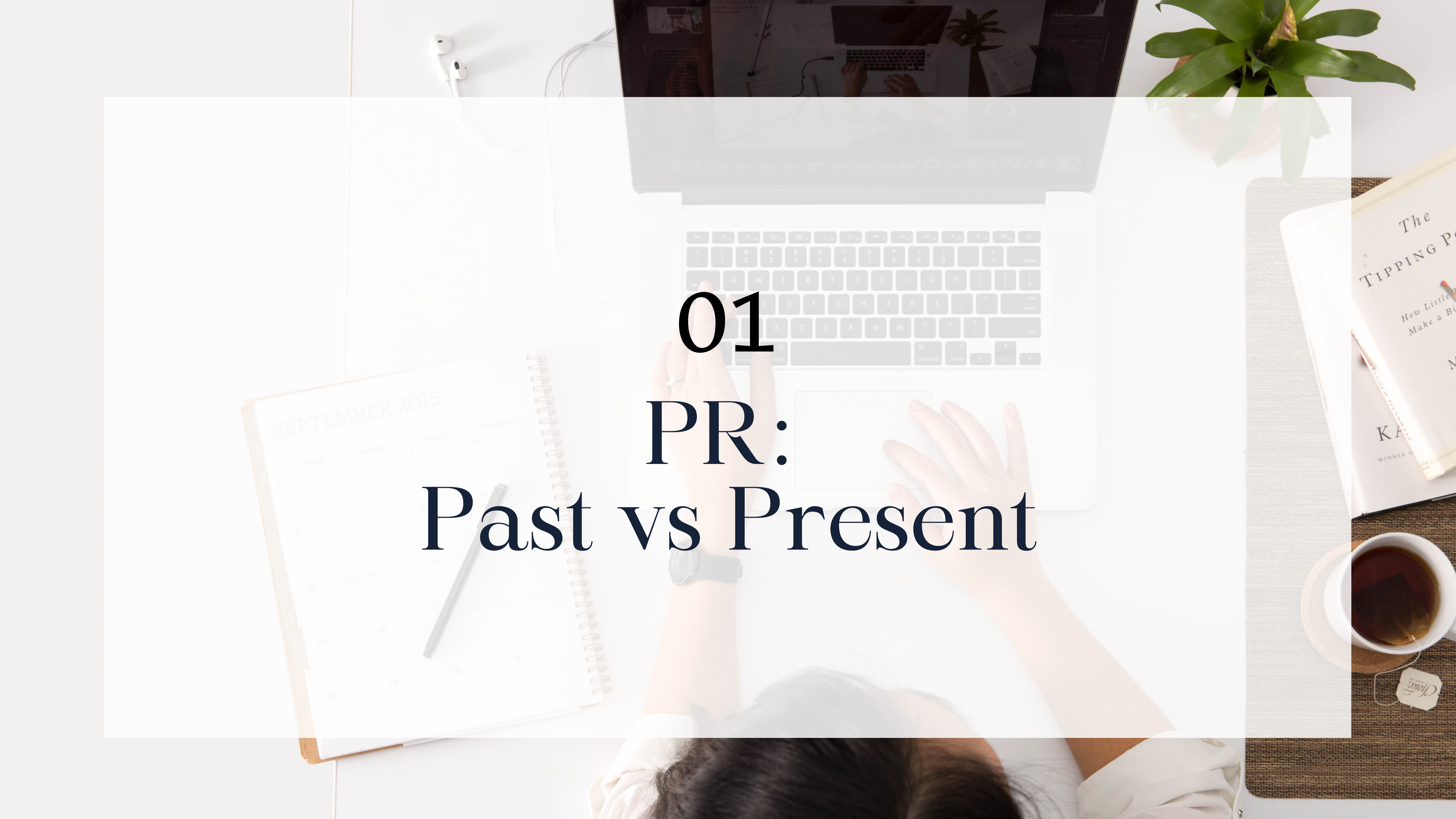
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Introduction to inbound PR

1. PR: Past vs Present
2. What is inbound PR
3. Inbound PR vs
outbound PR
4. Why inbound PR
5. Start with inbound PR
6. The rewards of
inbound PR





01 PR: Past vs Present

Past

What we did

- Direct sales
- Direct mail
- TV
- Magazine (ads)
- Radio



Present

People do their own
research



"

If you are not online,
you don't exist

What do you need to do?

You need to become your own media company.

- Your own PR
- via your own content
- on your own channels
- to build and own your reputation

Goal:

become a thought leader in your field.



"

Have them find you rather
than chase them.

A person is working at a desk. They are wearing a dark long-sleeved shirt and a black watch on their left wrist. Their left hand is holding a smartphone. On the desk, there is a silver laptop with the time '16:35:53' on its screen, a silver tablet, and a pair of sunglasses. A black cup is also visible on the desk. The background is a light-colored wall.

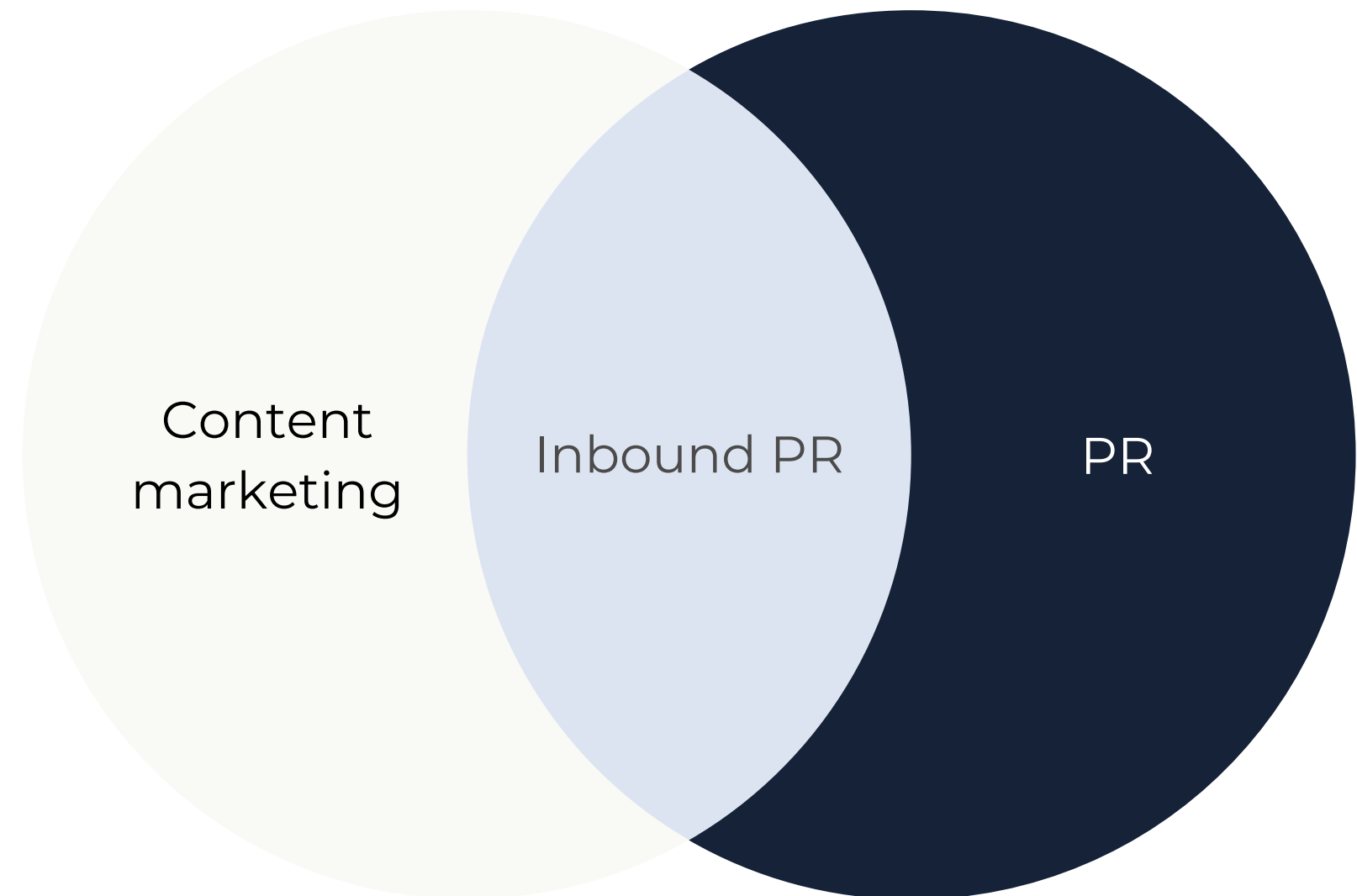
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What is inbound
PR?

What is Inbound PR?

Inbound PR is a combination of

- Content marketing:
valuable content for your audience via relevant channels
- Traditional PR:
sending press releases to media outlets



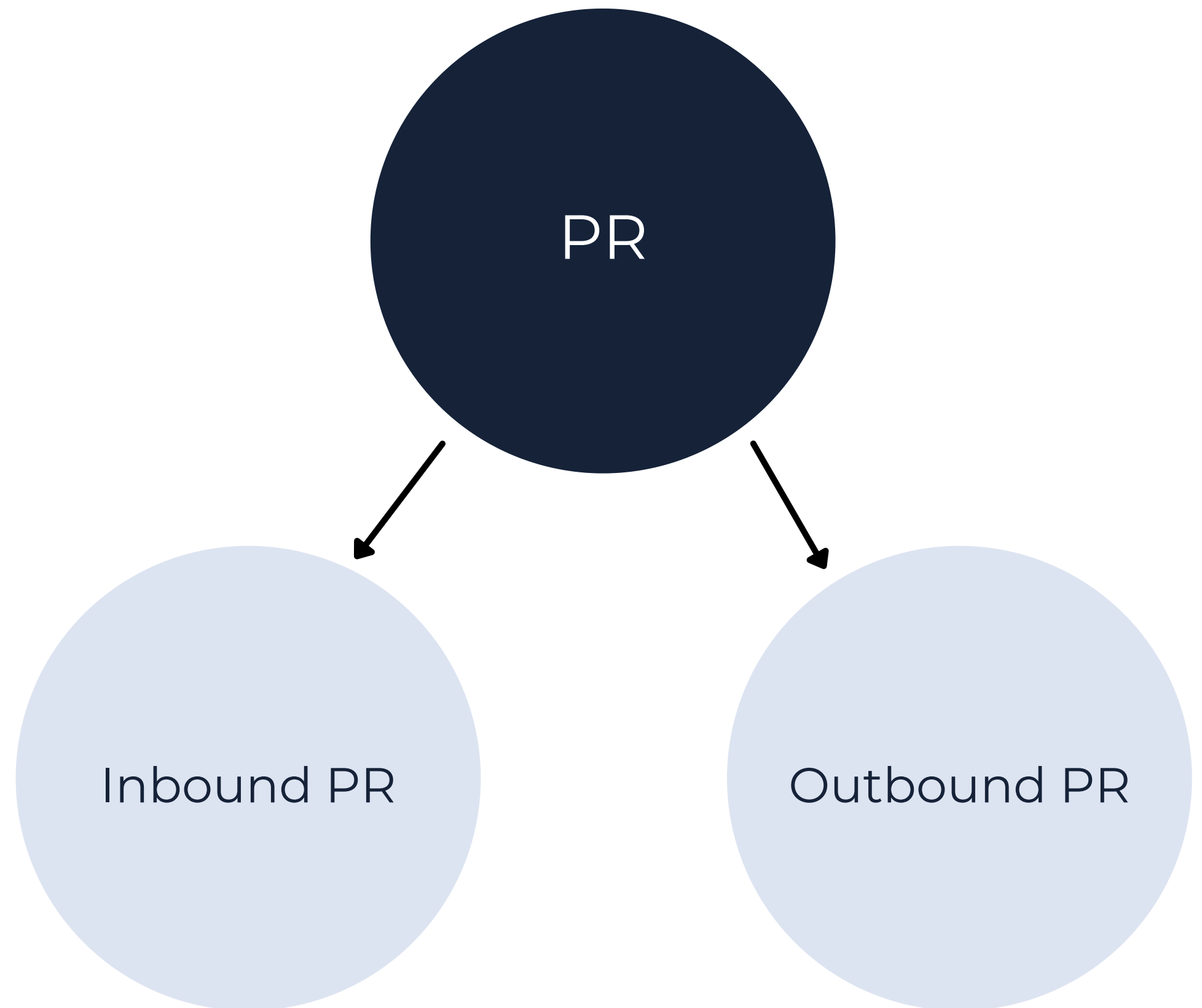



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Inbound vs outbound PR

Inbound vs. outbound PR

- Outbound PR
 - = traditional PR
 - = press releases and emails to media list (push marketing)
- Inbound PR
 - = using relevant and valuable content via SEO, social media advertising, influencer marketing, etc. to get noticed (pull marketing)





04

Why inbound PR

Why inbound PR?

Top 3 problems:

1. Consumer and purchasing behaviours have changed
2. The requirement of the online presence
3. Brands have difficulties standing out amid all the noise



Problem 1: Consumer and purchasing behaviours have changed

When customers have a problem, they go online and search for an answer.

Blogs, websites, social media, reviews & friends

= > They do their own due diligence



PROBLEM 2: No online presence = no brand existence

If a customer cannot find you online, you don't exist

Consequence

- Ignorance
- No trust
- Don't consider you as a solution
- No sales



PROBLEM 3: Brands have difficulties standing out amid all the noise

- Overload of (online) information
- Overload on press releases in journalist's inbox





05 Start with inbound PR

Framework

Story

Be clear about your story

Content

Show your expertise

1

3

2

4

(personal) brand

From the user data, you can
find your unique selling
position and planning your
business.

PR

Pitch yourself in a natural
not pushy way

A hand holding a pen writing in a spiral notebook, with a calculator visible in the foreground.

1

Story

- What's the need you solve?
- Why you do it (mission + vision)
- What you do (business concept + USP)
- How you do it (business strategy + ESP)

These 4 elements all together will make sure you are unique and you will stand out

Brand

2

Checklist

- Your website is convenient and up to date
- Your visual branding is clear
- Your branding is consistent on all channels
- Your images/designs are of good quality



A white mug filled with coffee sits on a white surface. Next to it is a clear glass. In the foreground, a calendar for August 2016 is open, showing dates from 6 to 28. A pair of tortoiseshell glasses lies on the surface next to the calendar.

3

Content

- Focus your content around the need you solve
- Have clear content pillars
- Use the right social media channels
- Think outside the box!
 - Newsjacking
 - Podcast
 - Webinars
 - etc.

PR

4

- Journalists start understanding that you have something interesting to offer
- Journalists & other media platforms will reach out to you
- Pitching for media opportunities will be easier



What you need to do right now

- Focus less on media and the mass, more on your stakeholders and their needs
- Use the tools, channels and content formats that they actually like to find, read, watch, ...
- Become searchable, findable, available and engageable
- Stand out and build long-lasting relationships with your stakeholder



A person's hands are shown writing in a spiral-bound notebook with a pen. The background is a blurred laptop keyboard. The text '06' is overlaid on the image.

06

The rewards of inbound PR



The rewards of inbound PR

- online visible (personal) brand
- thought leader in your field
- Customer relations: they will find you, trust you and see you as the solution for their problem
- Media relations: media will come to you due to your expert status rather you have to pitch



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