



Birmingham Bloomfield Chamber of Commerce Presents:

Communicating Your Business in a 2020 World

ABOUT ME

- GO GREEN!
- Nearly 20 years of experience
- Account Director at Identity
- PRSA Detroit
- XEnnial

ABOUT ME

PR Professionals



What my friends
think I do



What my mom
thinks I do



What society
thinks I do



What my boss
think I do



What I think I do



What I actually do

QUICK POLL



MODERN PR MIX

The communications landscape is changing. Marketing, Public Relations and Advertising are ***converging more than ever.***

Social media is at the heart of much of the convergence. These things together are creating the

MODERN COMMUNICATIONS MIX

APPLES TO ORANGES TO BANANAS

- Advertising
- Marketing
- Public Relations

The common theme across disciplines is how your audience **FEELS** about your brand.

REPUTATION MANAGEMENT

It's the thread that ties this all together. The **MODERN COMMUNICATIONS MIX** is about creating and sustaining brand awareness and reputation management.

THE CLICHÉ MACHINE

- Know your audience
- Content is king

BUILDING AN EFFECTIVE PROGRAM

- Time
- Money
- Skin in the game
- Staff

PUBLIC RELATIONS

How news has changed

- Fragmentation
- Newsrooms have changed
- Clicks win!
- Less news holes. How can you be relevant?
- Equalized value of media placements
- Paid content is taking its place

CHALLENGES BREED OPPORTUNITY

- Tell your own story on your own platforms
- Technology allows you to advertise to an audience of one. More targeted than ever before. Nearly endless platforms to advertise on.
- Marketing automation programs/creating customer “journeys”

SOCIAL MEDIA



SOCIAL MEDIA

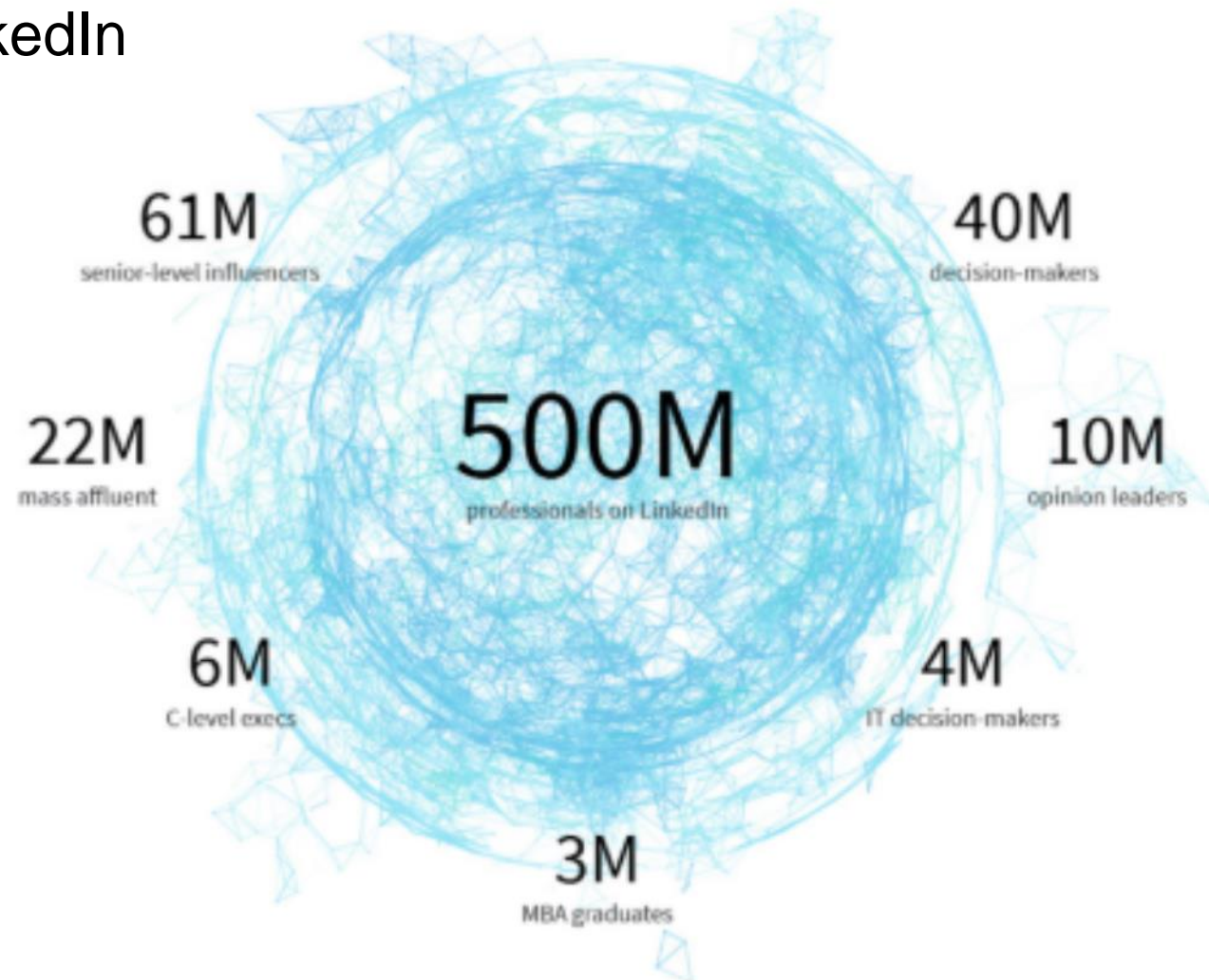
- Facebook
- Twitter
- Instagram
- LinkedIn
- Podcasts
- Blogs

SOCIAL MEDIA



SOCIAL MEDIA BY THE NUMBERS

LinkedIn



SOCIAL MEDIA BY THE NUMBERS



Facebook is the Market Leader

Facebook remains the
**most widely used social
media platform**; roughly
two-thirds of U.S. adults -

68%

now report that they are
Facebook users.
(Pewinternet, 2018)



SOCIAL MEDIA BY THE NUMBERS



Instagram Stories Usage



Daily active Instagram
Stories users **increased**
from **150 million** in
January 2017 to

500 million

daily active Stories
worldwide in January 2019.

(Statista, 2019)

SOCIAL MEDIA BY THE NUMBERS



SOCIAL MEDIA

How do you choose the right social media platform(s) on which to engage?

SOCIAL MEDIA QUICK HITS

- **LinkedIn** - Professional audience, expensive from a paid perspective.
- **Facebook** - Great for a consumer-facing audience, most b2b companies struggle to produce consistent, quality content. Skews older.
- **Twitter** - Super topical. You have to have a unique voice and engage often.

SOCIAL MEDIA QUICK HITS

- **Instagram** - Need to have something visual to show and the bandwidth to do it effectively (quality photography, interesting way).
- **Podcasts** - Encouraging stats around business-related podcasts. Minimal barrier to entry. Commitment.
- **Blogs** - The podcast of a decade ago. Consistency. Voice. Searchability.

SOCIAL MEDIA

Social Media Effectiveness: 101

- Consistency
- Relevant content
- Personality of the brand/authenticity

SOCIAL MEDIA

Match the Medium to Your Products/Services & Culture

PAID OPTIONS

Why paid *can* work:

- You control the message
- Targeted
- Often positioned like news/unpaid content
- Provides metrics/data collection opportunities

SPONSORED CONTENT

Forbes

BillionairesInnovationLeadershipMoneyBusinessSmall BusinessLifestyleListsAdvisorFeatured

Earn more with a savings rate 5X the national average.
This is Banking Reimagined®[Learn More](#)

Home-sharing giant plans to verify all 7 million listings on its platform and will offer refunds if rentals don't meet guests' expectations—and will manually review suspicious reservations.

FORBES LISTS

The World's Most Valuable Esports Companies

Forbes counts 13 esports companies with a value of more than \$100 million.

[Go to the list →](#)

Amazon Web Services **BRANDVOICE** | Paid Program

Accenture And Amazon Managed Blockchain Connecting Small-Scale Producers Into The Value Chain

By **David Treat** Brand Contributor

630 ▼ **The 2020 Porsche 911 Will Get A Manual Transmission Option**

569 ▼ **This Couple Retired At 32 (With 5 Kids) To Discover Their...**

506 ▲ **Battle Of Midway: Aircraft Carriers In Service Then And...**

424 ▼ **Apple Issues New Blow To Facebook And Google With Th...**

350 ▼ **IRS Releases 2020 Tax Rate Tables, Standard Deduction...**

SPONSORED CONTENT



BANKING | UPDATED 2 HOURS AGO

TCF Bank plans first Detroit branch outside downtown, targets Grandmont Rosedale neighborhood with investment



ARTS & CULTURE | UPDATED 2 HOURS AGO

DIA to seek early millage renewal to close gap on operating costs, continue services



EDUCATION | UPDATED 11 HOURS AGO

4 Wayne State board members vote to oust Wilson in 'illegal' move



SPONSORED BY ZINGERMAN'S CORNMAN FARMS

You've been tasked with the office holiday party; now what?

Everyone's working overtime to wrap up major work projects while staying on top of the social demands of the season. Here are five tips to help relieve the stress.

[Read More](#)

INFLUENCERS



BUDGET



BUDGET

- Realistic expectations
- Free doesn't really mean free. *What is your time worth?*

BUDGET



Written by: Vital Design

Google

12%

blaze

51%



6%



12%



46%



Microsoft

16%

ORACLE

ORACLE

22%

BUDGET

Industry	% of Revenue Spent on Marketing
Consumer Packaged Goods	24%
Consumer Services	15%
Tech Software/Biotech	15%
Communications/Media	13%
Mining/Construction	13%
Service Consulting	12%
Education	11%
Healthcare/Pharmaceuticals	10%
Retail Wholesale	10%
Banking/Finance/Insurance	8%
Transportation	8%
Manufacturing	8%
Energy	4%

BUDGET PITFALLS

- You can “dip your toe” in the water for minimal investment
- Use targeted budgets to test
- Consider using professionals to scale

TOOLS

FREE Tools

- **Google Alerts** – Monitor online activity/news about your business
- **Hootsuite** – Manage/schedule online content
- **MailChimp** – Email marketing campaigns
- **Survey Monkey** – Conduct surveys to gauge feedback on how campaigns are working
- **Canva** – create quality, polished images/infographics

CAUTION: Free Isn't Free

BEST PRACTICES

- Be strategic – business objectives
- Start slow
- Repurpose content to maximize communications activity
- Measure outcomes
- The target keeps moving – be flexible

WHAT MATTERS MOST

Integrated approach. These strategies/approaches to tell your story need to work together.

YOUR TURN

Let's talk about your needs & challenges.

CONTACT

Kim Eberhardt
keberhardt@identitypr.com
/kimeberhardt on LinkedIn