

WAYS TO PREP YOUR BRAND FOR THE MOMENT

Leveraging brand strategy and public relations to capitalize on the moment and promote your business, events, and products.

martin.

1 GET READY, GET SET

- Establish your goal
- Assess your past efforts
- Determine your audience
- Identify community partners



2 PREPARE

- Host a strategy session
- Sculpt your story
- Draft materials
 - Fact sheet
 - Themes and messaging
 - News release
 - Editorial and content calendar



3 BUILD THE PIECES

VISUALS

- Product photoshoot
- On-camera interview
- Stock photos or video
- Record virtual events

MESSAGING

- Messaging playbook
- Quotes and testimonials
- Biographical information

RESEARCH

- List of media outlets and reporters
- Social media handles
- Events of interest

PRO TIP

Before recording virtual events or remote speakers, review and test your guests' audio and video capabilities, backgrounds, shot framing, and lighting.



PRO TIP

When crafting messaging for an event or product launch, the tone may shift depending on the moment, but the voice that delivers the message should feel authentic to your brand.



4 FILL YOUR TOOLBOX

- Brochures
- Landing page development
- Tablecloths
- White papers and downloadable one-pagers
- Promotional video asset
- Shareable audio content
- Branded merchandise
- Banners



5 REFRESH YOUR LOOK

- Website or landing page imagery
- Social media
 - Profile photos or icons
 - Background images



PRO TIP

Before launch, ensure you're building assets separately for each social platform. The right size specifications and platform-specific messaging will help your brand stand out from the crowd.



8 CONTENT, CONTENT, CONTENT

- Social media
 - Video
 - Earned media
 - Podcast
 - Email
 - Blog
- News releases
 - Letters to the editor
 - Community blog posts

PRO TIP

To ensure your social media presence is consistent and timely, utilize tools like Hootsuite or Sprout Social for scheduling.

6 TURBO CHARGE

- Paid social media boosts
- Influencer or celebrity outreach
- Amplify your message through partner channels



7 BLAST OFF!

HOST

- Press conferences
- Webinars and virtual panels
- Live streams
- Open houses

ENGAGE

- Investors
- Sponsors
- Community partners
- Elected officials
- Personal connections

ATTEND

- Events
- Discussions
- Networking events



9 NOW WHAT?

- Media coverage
- Analytics



10 KEEP IT UP!

- Influencer content
- Media engagement
- Evaluate and adjust

