

Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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WORD NERD

clip*tas*tic - adj. - that which generates a remarkable abundance of media hits or news clippings. *"That news release on the new solar-powered widget was cliptastic!"*

A quick read. Useful information. Insight on key PR trends and topics. A forum to share PR lessons learned. That's what we've designed this e-newsletter, *Bianchi PeRspectives*, to be.

Let us know what you think ... if we've hit the mark or not ... and how we might make this newsletter more valuable to you. After all, although it's coming from us, it's all about YOU. And if you've got a lesson learned to share or a subject you'd like us to address, please let me know.

Best regards,

Jim Bianchi

→ 7 Ways to SEOptimize Your News Release

Many marketers are discovering they can extend the reach of their news releases beyond traditional media by optimizing their releases for Internet search engines. This can help raise their company's visibility on the Web - and help take their key messages directly to customers and prospects, quickly and cost-effectively.

Here are seven tips for optimizing your news release for Internet search engines:

1. Utilize free keyword tools offered by major search sites to identify the best keywords to use in your release;
2. Be sure to use plural and alternate forms of these keywords in your release;
3. Put the most important keywords near the beginning of your headline;
4. Keep your headline short (60-80 characters);
5. Repeat keywords in the release's subhead and/or lead paragraph (but no more than five times per page);
6. Include hyperlinks and URLs (one link per 100 words maximum); and
7. Consider using a wire service that formats your release for search engines (with source code adjustments, meta and title tags) and hosts your release on a search engine-friendly site.

For more information on optimizing the impact of your news, call us at 248-269-1122 or e-mail us at bianchipr@bianchipr.com.



Jingling Belles

On Saturday, December 13, the Bianchi PR team will participate in the Arthritis Foundation's Jingle Bell 5K Walk/Run for Arthritis in Bloomfield Hills. To join us - in body or spirit - in this charity event, [click here](#) to visit our team web page.



→ Countering Budget Cuts with High ROI PR

We've seen it before. When times get tough and business is down, many companies cut their promotional spending dramatically. They slash the big-ticket items, such as advertising, trade shows, customer events and online efforts. They literally turn off the promotional spigot.

Tough times like these actually create opportunities for marketers who are bold and creative. Because, when all your competitors have gone quiet, you have the golden opportunity to dominate share of voice in the market space. Wouldn't you love to capture the position at the top of the hill, while your competitors' defenses are down, so that when the market rebounds, you're in control?

PR can help. Because PR is typically less costly and has an ROI that is several times greater than other promotional tools, it can help you meet overall budget cut mandates while still maintaining - or building - the share of voice (and mind) that can propel your share of market when the marketplace rebounds.

For example, a client forced to take a \$500,000 cut in promotional spending might cut bigger-ticket budgets for trade shows or events, and apply 10 percent of the cut - \$50,000 - to expand its PR budget to maintain visibility during difficult times. Of course, PR always works better as part of an integrated program that balances advertising, trade shows, direct response, customer events and online promotions, but in difficult times, PR can be the cost-effective answer that helps see you through the storm.

→ Data Driven: Online Newsrooms

Recent research shows that:

- Nine out of 10 journalists surveyed said they gather information for a story on a company from the company's Web site;
- Two out of three journalists polled view a company website as extremely or very important for researching a story; and
- More than one out of three journalists surveyed said they have difficulty finding the information they need on corporate Web sites.

Now, overlay those findings with the fact that most reporters are being asked to cover more ground, generate more stories and create more content than ever before - and have less time to do it.

Print and broadcast journalists are expected to contribute content for online versions of their medium in addition to their regular "job". They're battling increased competition from other news outlets, including the rapidly growing blogosphere; and they face tighter deadlines due to the shortened news cycle and the 24/7 nature of the web.

What this means to you: For more - and more accurate - media coverage, make the media room on your Web site as journalist-friendly and easy-to-use as possible.

For suggestions on boosting the effectiveness of your Web press room, call us at 248-269-1122.

Recent Results

Over the past several weeks in a number of business-to-business media relations projects, the Bianchi PR team has helped:

- The **National Automobile Dealers Association (NADA)** to generate a record media turnout for the NADA Chairman's annual appearance at the Automotive Press Association;
 - **TRW Automotive** host a successful media ride and drive event at its new test track, providing key journalists with a deep dive on TRW's Cognitive Safety technologies; and
 - **Snap-on Tools** to enjoy more than 600 million media impressions on its products and programs for the first three-quarters of 2008.
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