



full circle
COMMUNICATIONS

PR+ top tips

There are numerous communication channels for MGAs to choose from when it comes to getting the message out there to capacity providers, distribution partners and other target audiences.

So how do you make sure you are using the right channels to meet your needs, and how do you ensure you get the most from the ones you use?

Let Full Circle show you the way with some top PR+ tips.



PRESS RELEASES

Start with a bang

Make the headline attention-grabbing: you need to get the journalist's attention quickly.

Who, what, when, why and how?

The first paragraph is key, so answer these questions and get your news across quickly.

Passing the 'so what' test

Is it really newsworthy, or would a blog post, for example, be more appropriate?

CRISIS MANAGEMENT

Be prepared

Have a crisis management plan in place now. Knowing what to do if, or when it happens is absolutely key.

Time is of the essence

The crisis will unfold and may be in the press whether you are ready or not. It is better to have your voice heard than let others speculate on your behalf.

Act it out

Think about possible scenarios, identify who your spokespeople will be and what they would say in response to possible crisis scenarios.

Impactful and interesting quotes

Try and avoid being 'pleased' or 'delighted' about your news; show some personality.

Facts and figures

Support the news with stats, facts and third party endorsement, and remember to cite them.

Perception is reality

Think about how it looks from the outside, recognise what has happened and apologise for the failure. Explain what actions you're taking now to put the situation right.

Don't forget your staff

Keep them briefed on what you are doing to correct the situation. Anyone can be contacted by the media.

EVENTS

Plan for success

Build a clear plan covering all the messages, planned activities, story opportunities, people's responsibilities and goals and share with all the staff attending.

Clear, simple and relevant

Messages that mean something to the audience and are easy to communicate have the most impact.

Prepare and promote

Promote your presence well ahead of the event, particularly a virtual one, using all the available PR+ tools

Ahead of the game

Some of the press attending events compile stories and content in advance, so consider working with them on this basis to maximise the chances of coverage.

Make it engaging

Video, animation and social media imagery can all add to the impact of your messages and make your brand memorable in a crowded event.

Be connected

There are lots of ways to communicate but co-ordinating messages, timing and targeting to the right audience increases their impact.

STRATEGY

Know your audience

Who are you trying to reach, and, as importantly, what do you want them to do?

What does success look like?

Set clear and measurable objectives around what you want to achieve.

Using the right tools for the job

Understanding which tools are right for your audience will ensure you have the most impact.

Look for the gaps

Consider competitor analysis and indentifying which customer needs are not being met.

Investing in the people

Identify and train spokespeople to communicate the corporate and business messages.

MEDIA TRAINING

Prepare and practice

Find out what you are going to be asked and have three key points in mind that you want to communicate. Use facts and stats and never wing it.

Try and relax

Focus on your breathing and posture and keep your pace of speaking under control.

Keep to the plan

Start with your most important piece of information, keep control of the conversation, being enthusiastic. Don't fidget, use jargon or go off topic.

Don't ignore the tricky question

Acknowledge it, bridge to what you want to say then get back to communicating what you came to talk about.

If you don't know the answer to a question, never lie or guess, say you will find out and get back to them.



SOCIAL MEDIA

Make it visual

Social media users are 40% more likely to share visual content. Help your brand stand out and be memorable with quality visuals in your posts.

Show some personality

Social media can be fun while still being professional. Try highlighting your team members, CSR efforts, or the company's story to make your brand relatable.

Keep it consistent

Building your follower count and connecting with your audience depends on you posting consistently, so don't forget to post!

Analyse and adapt

Quantifying your return-on investment on social media depends on analysing how well your content is connecting with your audience.

Team effort

Have your team like and share the company's social posts as a simple way to boost your content's performance and make sure it's seen by the most people possible.



CONTENT

Position your business

Writing content like articles or blogs is a great way to make your brand stand out as one which cares about the audience and the industry.

Reflecting your audience

Don't just talk about the issues on your own mind, think about the issues your customers care about and address them.

Customer-focused publications

Publish and distribute your own customer/partner magazine to inform, educate, influence, engage and promote your broad areas of expertise.

What's your take?

Stumped for a blog topic? Check out the industry news, pick a relevant, developing story, and share your brand's take on the issues of the day.

Include a call to action

Don't leave readers wondering 'so what?' - Tell them how (and why!) to get in touch with you to learn more.

Keep it brief

With attention spans shrinking, bear in mind your audience may not have the time to scroll through a long article, so state your case in 1,000 words or less!

VIDEO

Create to convert

Engage your audience in meaningful and relevant conversations. Showcase your expertise and business and team personality.

Chop, chop!

Edit your broadcasts into small bite-sized chunks for ongoing promotion on social media.

Be animated and engaging

Be prepared, informed, well light, well positioned and relaxed. Have a conversation with the audience and engage them.

'Is this thing on?'

If you're filming members of your team, make sure they're prepared and comfortable on camera before hitting record!

Make it mobile

Want to share a recording for your company? Make sure it's suitable and sized correctly for both mobile and desktop viewing.



**If you want to find out
more, contact us at:**

**mga@fullcirclecomms.co.uk
fullcirclecomms.co.uk**