

Mapping out the PR Labyrinth



Pulse

Mapping out the PR Labyrinth

and finding your way to the conversation



We are....

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Mapping out the PR Labyrinth

...because PR truly is a damn maze.

Labyrinth ...a complicated irregular network of passages or paths in which it is difficult to find one's way.



Public Relations ...the management and navigation of one's message through the vast and complex channels that exist for the primary purpose of communicating information to the public.

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Why should I care about PR?

- 92% of consumers have searched for a restaurant on a web browser in the last 6 months¹
- More than 50% of 18- 34 year olds report that online news and reviews factor into their dining decisions²
.... and so do 47% of frequent full-service customers²
- 70% of consumers prefer getting to know a company via articles rather than ads³
- More than 55% of diners use the internet to find out more information about a restaurant that they haven't been to before²
- More than 20% of diners seek the advice of restaurant writers and critics⁴

1. SinglePlatform and Chadwick Martin Bailey Study

2. National Restaurant Association

3. Content Plus

4. Angelssmith



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So how do I get to the conversation?

Think about how media works.



1. Cyclical News

2. Trends

3. Current Events

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Cyclical News



Familiar news topics that recur in the same regular and predictable time period within the calendar year, every year.

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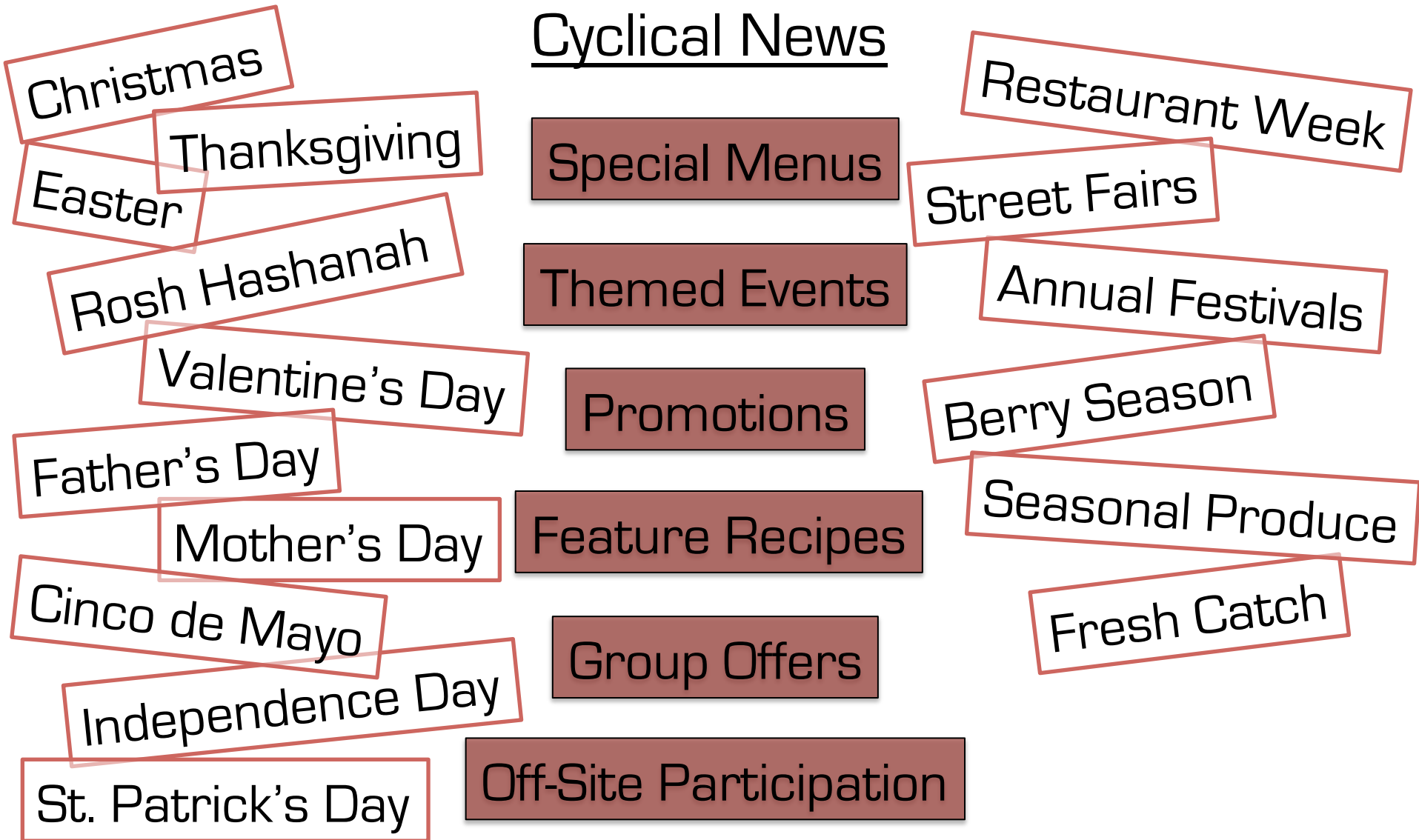
Cyclical News



- Holidays
- Observances
- Seasonal Foods & Drinks
- Community or Regional Events

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Trends



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Trends

Foods



Ingredients



Technology



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Design



Service Style



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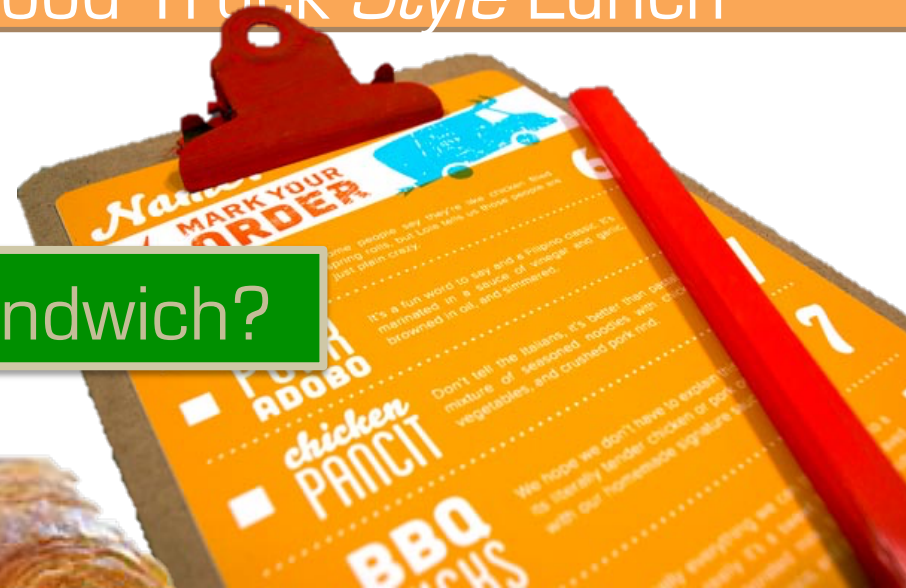
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Trends

Boxed Wine Wednesdays?



Food Truck *Style* Lunch



CroKale Sandwich?



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Trends

What are we doing that's interesting?

Is anyone else doing it?

Does anyone care?



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Current Events



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Current Events

Relevance is irrelevant



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Current Events

Find your way into the conversation

Countdown to primary elections

Apple Pay Continues to Gain Favor

Teams Prep for Rugby World Cup



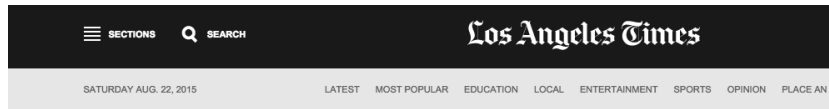
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Current Events



Your GOP viewing party: Recipes to pair with each candidate

By NOELLE CARTER
contact the reporter

Jeb Bush — beef
The former Florida governor is the second-highest ranking contender at the moment. Might we suggest the filet of beef with three-peppercorn sauce? No one needs to know that it's a hand-me-down recipe from older brother George's first presidential inauguration in 2001.



Recipe: George W. Bush's filet of beef with three peppercorn sauce, 2001 Bob Chambers (Los Angeles Times)

Chris Christie — pizza
Chris Christie just made it under the wire: we governor is a longtime Bruce Springsteen fan. Which makes us think pizza would be a good Christie just dump Springsteen for Jon Bon.



Home News Events Things to Do Nightlife Eating Out
PLUS WEATHER



Top places to watch the Rugby World Cup 2015 in Cape Town

The rugby may be happening in England, but there are plenty of places to get in on the action in the Mother City.



Use Apple Pay in These DC-Area Stores

Eric Hal Schwartz - Staff Writer
10/20/14 @3:15pm in Tech

447

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So.... now what?

1. Take the time to understand your regional media
2. Follow your local dining writers
3. Make a personal connection
4. Give them a reason to endorse you
5. Systemize ongoing communication
6. Set up your monitoring tools
7. Continue the momentum with social



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extras..

1. Online media mentions improve your search rankings
2. 97% of U.S. consumers use an online medium to shop locally
3. Programs that optimize your online presence are cheap
4. Programs that synchronize your social posts are free
5. 23% of diners use peer-to-peer review sites for dining decisions
6. Virtually every digital dining story contains photography



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(Shameless plug)

7. There are affordable PR agencies in your community that can do it all for you.

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