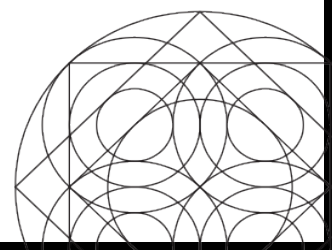
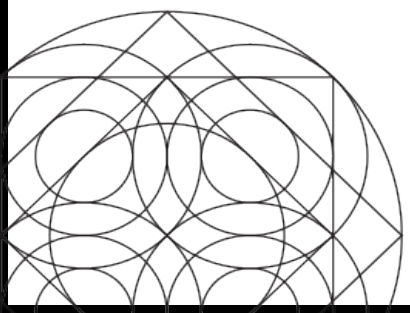


PUBLICITY FOR

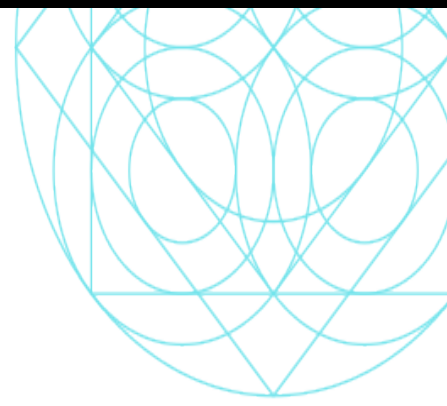
Webinars/

Radios/

Podcasts



PUBLICITY FOR *Radio*



HOW TO GET RADIO INTERVIEWS

- *Small local stations*
 - *On-air hosts are also the producers*
- *Larger stations*
 - *Content / program director*
 - *Most will have assistant content directors*
 - *Each major show will have a producer*

LIST 3 RADIO SHOWS YOU CAN CONTACT IN THE NEXT 6 MONTHS:

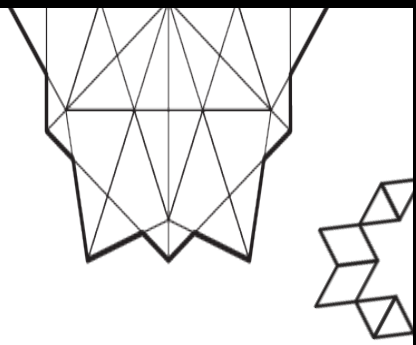
PUBLICITY FOR

Podcasts

HOW TO GET PODCAST INTERVIEWS

- *Typically podcast owners are the ones booking their guests*
- *Use the contact form or email on their website to submit yourself as a future guest on their site*
- *Some might also have an in-depth interview form*
- *People want to share stories...it's up to you find the stories in your brand that require telling*

LIST 3 PODCASTS YOU CAN CONTACT IN THE NEXT 6 MONTHS:



PUBLICITY FOR *Webinars*

HOW TO GET PEOPLE TO ATTEND YOUR WEBINAR

Email Marketing

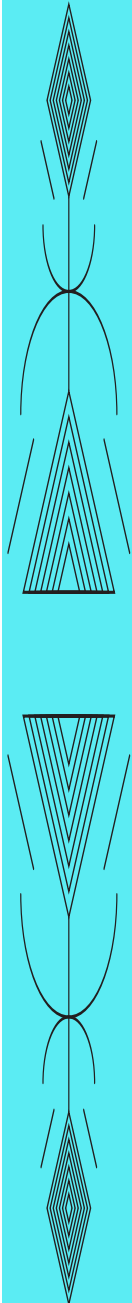
- *Email your list multiple times talking about the benefits of why they should attend the webinar*
- *Send three invitations in the week leading up the live event*
- *Anyone that registers gets 4 emails on the day of the webinar – 7am, 2hrs to start, 1hr to start, Just started*

Facebook AD campaign

- *Only use this strategy if you've taken a training in Facebook Ads*
- *Use interest targeting to hone in on where your audience is*
- *Start small and run tests to figure out the characteristics of your audience*

Social Media

- *Host a countdown*
- *Change all links on your social media to link out to the event registration page*
- *Do a Facebook live video as you're about to start your webinar, inviting people over to the live event*



PUBLICITY FOR

Webinars, Radio, Podcasts

REPURPOSING THE CONTENT

1. *Turn the podcast or radio appearance into a video by adding images over the top*
2. *Cut up the video into two minutes sound bites and create a YouTube playlist with it*
3. *Chop the video even further and create 15 second Instagram and FB videos*
4. *Cut highlights and key messages into a Facebook Video Ad*
5. *Post the presentation slidedeck (or just a few slides) on your blog*
6. *Post your presentation on a sharing site like Slideshare.net or Scribd.com*
7. *Turn your script into articles for your blog (or someone else's)*
8. *Tweet the link of your appearance to any other reporters or producers that would benefit from seeing it*
9. *Add the video to your FB profile and pin the post to the top*
10. *Promote the post using a FB ad campaign and use it to drive opt-ins to your freebie, or even just build brand awareness*
11. *Add it to the album on your channels that has all of your Press*
12. *Republish the talk as a whitepaper or ebook*
13. *Link to the presentation via Twitter, Facebook, and LinkedIn*
14. *Record yourself giving the talk and post audio on iTunes, Stitcher and your website*
15. *Re-record clean audio of certain parts and use it as a free opt-in audio track on your website*
16. *Record and post the full video on YouTube, Vimeo and other video sharing sites.*
17. *Type up the soundbites and overlay them to images of you on stage to create an inspirational quote style post*
18. *Send a link to your appearance to relevant producers on LinkedIn message*
19. *Add the appearance to your linked in profile*