

favourized

DIGITAL PR

Within the creative industries

www./hello
@favourized.com

What is PR?

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Public Relations Society of America

“Public relations is the effort to reach the hearts and minds of people who need what you’ve got most. PR connects people with shared values through story using all and any form of communication as a conduit to bring about a deep sense of belonging and ultimately peace.”

Jada Roberts, raraPR

PR objectives

Building awareness for your brand / product

Creating interest

Providing information

Stimulating demand

Reinforcing the brand

Achieved by

Building relationships between your organization and its stakeholders

Attracting opinion leaders

Influencing decision makers

Occupation of topics and terms

Know your target groups and stakeholder

Whom should you address with your pr measures?

Journalists (online and print media)

What are the magazines that are mostly read by your primary target groups? Check national press, newspapers, financial and business titles, daily/weekly/monthly/quarterly magazines in the fields of design, (interior)architecture, lifestyle, arts, ... and why limit yourself to your home country?

Approach international press to broaden your scope of attention!

Influencer / ambassadors

Who are essential ambassadors in the field you work at? Identify and address them!

Architects, interior designer, galerists, curators, foundations, ...

Show me your numbers



de zeen

3,6m unique visitors per month
6m social media follower

designboom®

3,5m unique visitors per month
275k newsletter subscriber

EST. **THE COOL HUNTER** 2001
INTERNATIONALLY CURATED

1,8m unique visitors per month
350k newsletter subscriber

The logo for 'arch daily' features a blue outline of a house-like shape to the left of the text 'arch daily' in a blue sans-serif font.

18m unique visitors per month
750k newsletter subscriber

Architizer

540k unique visitors per month
125k newsletter subscriber
4,8m social media follower

AD

ARCHITECTURAL DIGEST

AD Germany: **244k** print readership
680k unique monthly user

AD Russia: **126k** print readership
770k unique monthly user

AD Spain: **115k** print readership
1m unique monthly user
1m Social Media follower

AD US: **3m** print readership
10m unique monthly user
18m social media follower

The logo for 'yellowtrace' features the word 'yellowtrace' in a black cursive script, centered over a bright yellow, textured circular background.

3,5m unique visitors per month
275k newsletter subscriber

CURBED

6m unique visitors per month

gooooood

23m unique visitors per month
6,7m social media follower

favourized

The logo for 'for' is a stylized, handwritten-style lowercase 'for' in a dark grey color.

DESIGN
NETWORKING
HUB

You can meet your target groups everywhere online - nowadays you need to be visible repeatedly at various branch relevant outlets to be recognized.

How to start doing digital PR

Prepare your content wisely

- **Images, images, images** Magazines need appealing imagery that suits their visual language
- **The nicer the images** the higher the chance that your project product will be picked
- **Invest in photographer** Sometimes the artist can be your dooropener for editorial coverage.
- **Prepare a press kit** with copy and captions that explain what you can see on the images
- **Share quotes** to give some personal insights/evaluation

Every channel needs its own content

- Magazines online/print

Presskit, high res imagery (300 dpi, better jpg not tif via WeTransfer), video content?

- LinkedIn

Professional profile, post content about your brand/products (imagery, videos, whitepaper, backlinks to publications about you, blog posts on your website, check technical limitations, e.g. max. 1,300 spaces for copy)

- Instagram

Imagery is the top seller, check your hashtags, check handles, connect with ambassadors, repost from relevant sites if you see relevant content about you, check if you can produce motion content for reels, post stories

Pitch your story



Hot to get yourself out there | The winner takes it all

- **Build and maintain relationships with key members of the press**
Journalists receive too much content and can't check every mail; therefore try to build a connection to be recognized in the inbox.
- **Offer exclusive coverage**
Don't send out your news or novelties to everyone in your database at once. Offer your content strategically - which outlet is most important or has the biggest reach? Don't forget that journalists use other media for their research as well.
- **Follow up**
No space for disappointment, sometimes it's the wrong content at the wrong time, sometimes your recipient's email box is too full, sometimes your email ends up in spam. Don't be shy and get back to the person to find out why you received no reaction.

COMMUNICATIONS DO'S AND DON'TS

Summary

Do's:

- Know your target groups
- Know where to find them
- Prepare your content wisely
- Point out your speciality
- Pitch your story to the right audience

Don'ts:

- Think everyone is waiting for your email
- Communicate your content to everyone equally
- Hand out everything to everyone at once
- Expect your project to be picked up after the first contact
- Think PR is a sprint – it's a marathon

Thank you!

Say hi at

hello@favourized.com

