

Robin Samora PR Pitch Example

This is a sample pitch about Marketing on a Shoestring.

It could be used to pitch a reporter, blog, article, podcast or speaker opportunity. It can and should be customized and repurposed for each outlet.

Hi Bruce,

My name is Robin Samora with RobinSamora.com, a PR and small business marketing firm in Boston. My company helps entrepreneurs, experts and authors turn prospects and customers into raving fans. Why? So they can sell more products and services.

Here are Five (5) Tips for Marketing on a Shoestring:

- 1. Schedule free events to give customers an opportunity to find out more.**
Give free educational presentations, offer Q + A sessions and opportunities for follow-up by staff and team members. Be genuine with your intention and delivery, so as to engage. Stay in touch and often. "What's in it for them" is far more important than "what's in it for you."
- 2. Referrals are the best kind of business because the leads are already pre-qualified.**
Build a referral base. Send a special thank you or small gift to those who have helped you, and those who are new to your circle. Invest in the long term with your customers. Ask for referrals as part of your daily habit and don't be shy about it. Toot your horn and let others do the same.
- 3. Write a letter twice a year to let your customers know what you're up to.**
Stay in touch with your client base and let them know what's going on in your world. What charity projects or news do you have to share? are you involved with? Connecting with your customers is a way to engage, inform and show your human side. We do business with people, right?
- 4. Invite your customers to hear you speak at an industry event, even if they can't attend.**
Make your prospects and clients feel special by inviting them to an event where you're featured, even if they can't attend. Follow-up with a brief wrap-up, video or signed copy of your latest book. Make it a point to strengthen the bond, which in turn strengthens your marketing efforts.
- 5. Think like your target market. Where would they go and what would they read?**
Write an article or publish an infographic that will cite you as an expert. Post the links on your website, social media platforms, industry and college publications. Think about of the power of placement in off beat locations too – in the cover of airline magazines, magazines or at charging stations at a conference.

When you market on a shoestring, the time you put in results in the dollars you bring home.

I hope you find this information useful for your article. Please feel free to call me at 617-921-3448 if you have any questions.

Best of luck,

Robin

Insert Your Email Signature Here