

Welcome to *My 2 Cents*  
by Creative Action Marketing, LLC  
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Happy Spring – am so excited to see warm weather and flowers here in NH!

This update focuses on the second half of [The New Rules of Marketing & PR](#) by David Meerman Scott. Most of my attention is on the online media room with a few points on social media.

By turning the press release page into the online media room a more comprehensive picture of your organization and its products/services is created. Rather than having to search out info, the media room provides the resource for press releases, company summary and background info, executives' bios, customer stories/quotes and maybe, audio or video clips. Add speaking engagements and conference plans to this section to demonstrate your organization is active and participating in its selected industry. Make it a goal to have the information understandable and easy to use. Ensure information is free of jargon, acronyms, etc. Offer info in multiple forms – on the website as single entries or a consolidated press kit, with the option to subscribe to e-mail newsletters, RSS feeds, etc.

More bang for the buck – Develop and write your online media room from the buyer perspective. It makes it easier for both buyers and journalists to learn about your organization. This can result in more/broader press coverage and more sales leads. A marketing side benefit of this approach is frequent updates to the media room bring about more search engine attention and higher rankings on searches by the likes of Google, etc.

Additionally, be sure to embrace both traditional and online journalists (bloggers). It is important to develop personal relationships with journalists/analysts that cover your market. Be sure to tell them what customer problem/s your organization solves. A great way to do this is to offer an executive interview. Before the interview be sure to do your own background check - learn about the journalist, read his/her articles/blogs, know what their focus is - and create your organization's story with that in mind.

A few words on social media (i.e. Facebook, Twitter, etc.) - develop a similar approach as to blogging (check out *My 2 Cents* – January 2009). Be sure to address a specific audience - one important to your organization, be authentic, create good content, encourage feedback, and make it easy for people to contact you.

There is so much more in the book that challenges and excites marketing professionals as well as boggles the mind. The advice that Mr. Scott gives at the end of his book helps – Selectively experiment with the ideas, implement ones that resonate the most with you and your organization. You do NOT have to do them all.

FYI - Special tools:

Online media room content management applications:   The Fuel Team  
<http://www.thefuelteam.com/>  
The Media Room  
<http://www.mediaroom.com/>  
And David Meerman Scott's blog - WebInkNow           <http://www.webinknow.com/>

Please visit my website for past issues of *My 2 Cents* and info on services – <http://www.creativeactionmarketing.com/>

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