

WHAT IS OUTREACH —marketing—



ANSWER:



A PHILOSOPHY FOCUSED ON
HUMAN TO HUMAN CONNECTION



A **CONNECTION WITH YOUR CONSUMERS**
INSTEAD OF MARKETING AT THEM!

Outreach marketing is... LOOKING AT **HOW HUMANS LEARN ABOUT
NEW THINGS** (FROM OTHER PEOPLE) **AND WEAVING THIS IDEA INTO ALL COMMUNICATION STRATEGIES.**

OUTREACH MARKETING TAKES US BACK TO THE BASICS

9 principles



#1 THIRD PARTY Recommendations

**BEST CELL PHONES
IN THE WORLD!**
CAN YOU HEAR US NOW?!?



OR

OMG! HAVE YOU HEARD ABOUT THIS PHONE?!?!
.....
JUST REVIEWED IT ON MY BLOG! ITS AMAZING
& EVERYONE ELSE SEEMS TO AGREE!
.....
I READ YOUR BLOG AND I'M ON
MY WAY TO BUY IT NOW! HOLLAR!



CONSUMERS DON'T WANT TO HEAR ABOUT YOUR BRAND FROM YOU! YOU NEED PEOPLE

Talking About You!

#2 THE Right PEOPLE AT THE Right TIME!

ARE YOU DREAMING OF A BEACH?
PLAN YOUR FUTURE VACATION
WITH US!
1-800-I-LOVE-BEACHES



MIAMI, FL

75% OF THESE PEOPLE HAVE A VACATION
HOME ON A BEACH & AREN'T LISTENING



TRAVEL BLOGGERS

100% OF THEIR AUDIENCE MEMBERS
WANT TO HEAR THEIR VACATION INPUT




DON'T SHOUT TO AN OBLIVIOUS CROWD! TALK TO A

Relevant Audience For Your Brand!

#3

BRING Advocates INTO YOUR BRAND



APPLE IS THE BEST! I HAVE AN IPAD, IPOD, IMAC, APPLE TV...I PRETTY MUCH LIVE IN AN APPLE STORE! STEVE JOBS IS THE GREATEST MAN THAT EVER LIVED!

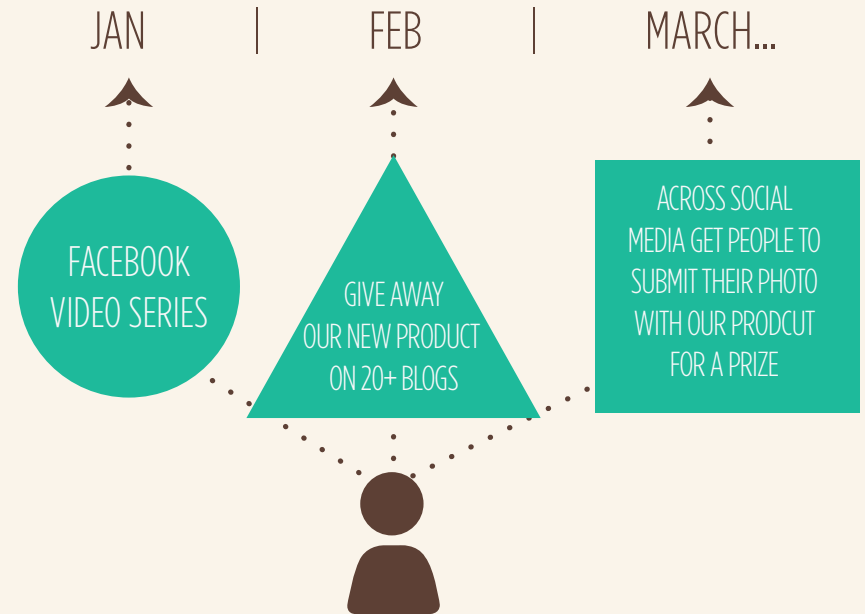
I HAVE SO MANY IDEAS...
WONDER IF THEY WOULD
EVER ASK ME...

DON'T LET YOUR ADVOCATES BE OUTSIDERS! GIVE THEM A VOICE & IT WILL PROMPT

More Word of Mouth Recommendations!

#4

DITCH THE Traditional CAMPAIGN MODEL



EMBRACE ONGOING RELATIONSHIPS. BRAND PROMOTION IS CONTINUAL,

Not a One & Done Tactic!

#5

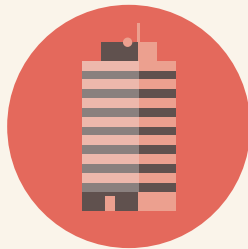
Authentic & Relevant COMMUNICATION



SEO, RANK, SOCIAL PRESENCE AND FOLLOWERS ALL FALL IN TO PLACE WHEN YOU FOCUS ON

Relevant People & Authentic Marketing!

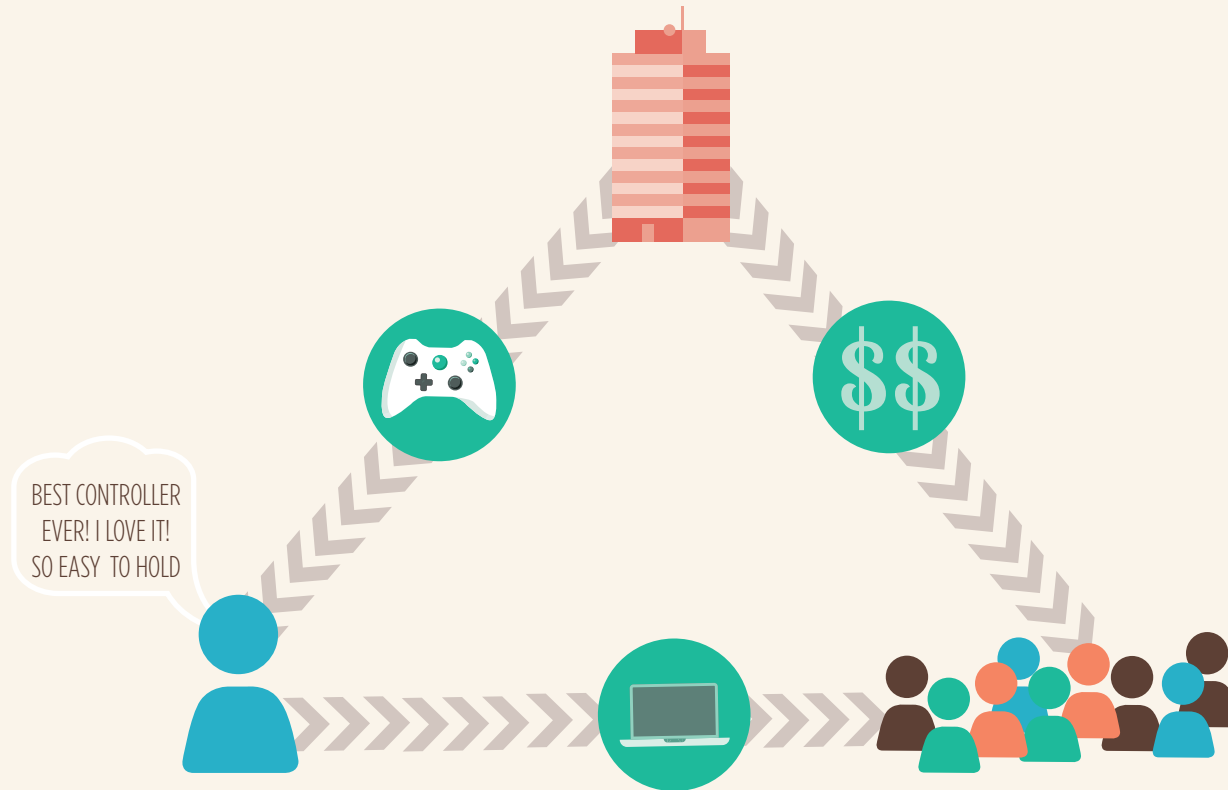
#6 Creativity IS A MUST



OUTREACH MARKETING IS A QUEST FOR CREATIVE WAYS TO TELL YOUR BRAND'S STORY.

Look Outside The Box!

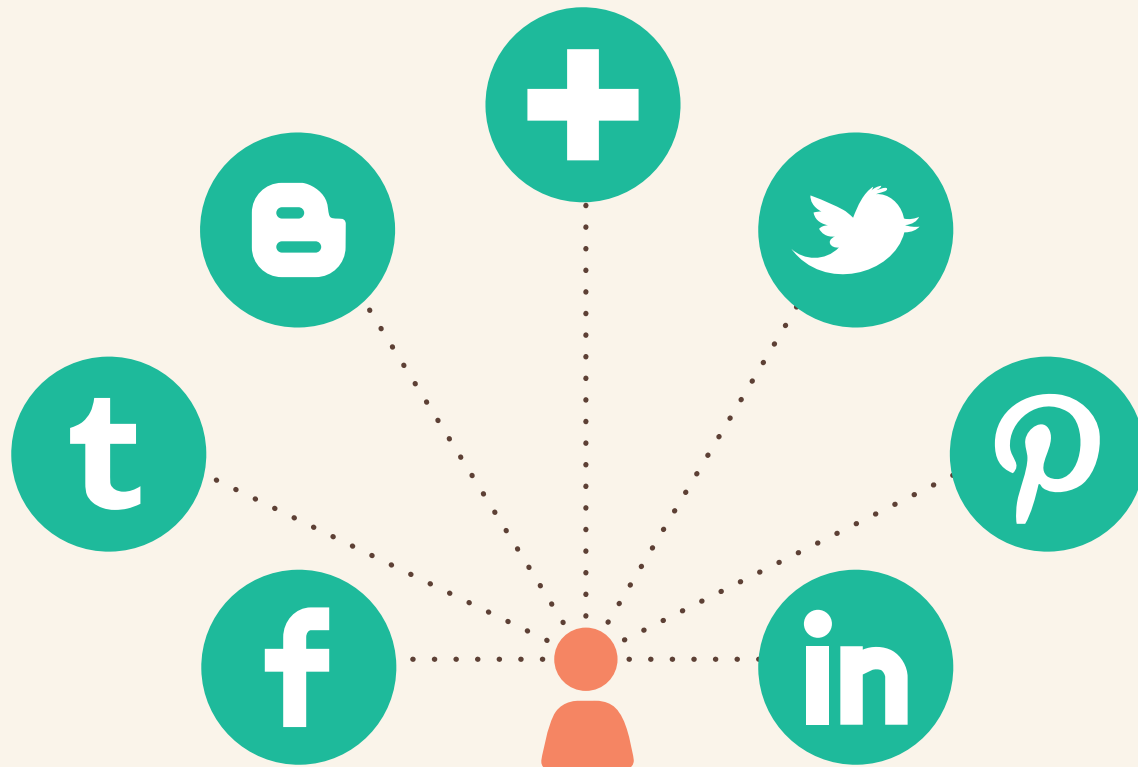
#7 REAL Relationships



REAL RELATIONSHIPS ARE ABOUT ESTABLISHING A MUTUALLY BENEFICIAL RELATIONSHIP.

Both Sides Give & Both Sides Receive!

#8 ONE TO ONE TO Many



APPLY A PLAN THAT EMBRACES THE FACT THAT MOST PEOPLE ARE ON A

Variety of Digital Channels!

#9

Embrace OUR GREY WORLD

SO WHEN I WAS IN MARKETING SCHOOL I LEARNED ALL STEPS TO REACHING MY MARKET. I WILL START THERE!



OR

BRAINSTORMING MEETING!
EVERYONE GRAB A BEER!

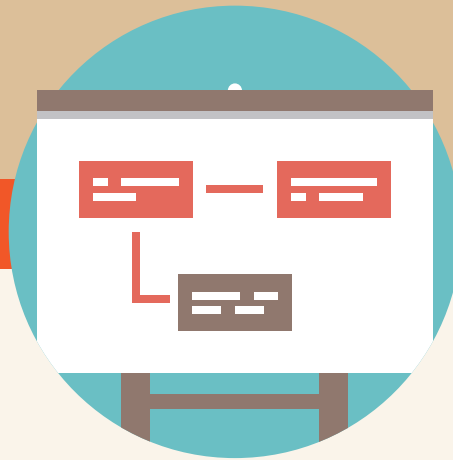


MARKETING IS NO EXCEPTION TO THE FACT THAT WE LIVE IN A GREY WORLD.

Don't be Afraid to Stray from Tradition!

3 STAGES

of outreach marketing



#1

Recruitment

IDENTIFYING THE RIGHT PEOPLE AT THE RIGHT TIME IS ESSENTIAL.



OPT IN

MAKE IT EASY TO WORK WITH YOU. INVITE PEOPLE ON TWITTER OR PUT A FORM ON YOUR SITE.



EASY RECRUITMENT

MONITOR CONSUMERS WHO TALK ABOUT YOUR BRAND AND REACH OUT.



ACTIVE RECRUITMENT

IDENTIFY YOUR BRAND'S NICHE. DO A "COLD OUTREACH," TIME CONSUMING BUT WORTH IT.

#2

Initiate

LAY THE GROUND WORK FOR A MUTUALLY BENEFICIAL RELATIONSHIP.



PERSONALIZATION

CREATE TRUST & RECEIVE AUTHENTIC COVERAGE BY STARTING WITH PERSONALIZED OUTREACH.



INITIAL GIVE

WHAT ARE YOU OFFERING THEM IN EXCHANGE FOR THEIR VALUABLE WORD OF MOUTH?



BRAND INTEGRATION

BRING RECRUITS ON THE "INSIDE" BY ASKING FOR INPUT AND COMMUNICATING CONTINUALLY.



QUALIFICATION

QUALIFY OR SCORE YOUR MARKETING CONTACTS. KNOW WHO IS THE BEST FOR CERTAIN INITIATIVES.



TRACK RELATIONSHIPS

KNOW WHEN YOUR NETWORK IS TALKING ABOUT YOUR BRAND AND THEIR AUDIENCE'S REACTION

#3

Nurture

CHECK IN WITH YOUR NETWORK. STAY ON THEIR MINDS AND ACTIVELY GET FEED BACK.



CONTENT DRIPS

PRODUCE HOW-TO'S, INFOGRAPHICS OR CONTENT THAT YOUR CONTACTS CAN EASILY SHARE.



ASK FOR FEEDBACK

GATHER FEEDBACK ON ALL THINGS ABOUT YOUR BRAND. THEY WILL BE GLAD TO SHARE.



SWAG

IF SENDING PRODUCT MAKES SENSE, SENDING FREE THINGS IS A GREAT WAY TO SAY THANK YOU.



ELICIT PRODUCT REVIEWS

WHEN YOUR BRAND DEVELOPS SOMETHING NEW, SEND THE PRODUCT TO YOUR NETWORK.



RESEARCH

GATHER POOLS ON INDUSTRY TRENDS. SHARE YOUR RESULTS FOR THEM TO INTEGRATE.

DON'T LOOSE

sight of these principles!



DOWNLOAD THE OUTREACH MARKETING CHECKLIST!

STAY Informed!



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#OUTREACHMARKETING

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Who Is...GroupHigh

WE UNCOVERS YOUR NETWORK SO YOU CAN BUILD REAL RELATIONSHIPS!

FIND INFLUENCERS AND ADVOCATES BASED ON:



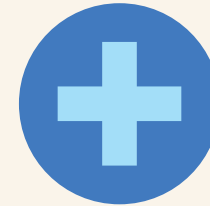
LOCATION



CONTEXTUAL
AFFINITY



SOCIAL
PRESENCE



& MORE

ONCE YOUR NETWORK IS IDENTIFIED



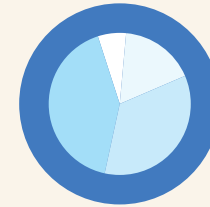
MANAGE
CONTACTS



TRACK
COMMUNICATION



MONITOR
BRAND
MENTIONS



RUN
REPORTS

START A FREE TRIAL!