

Marketing Communications Plan

Press Release

A press release will be written by or in collaboration with Kyle Munderville. It will be sent around for revisions and approval by Alec, Michelle, Rich, or any of the appropriate parties.

COLOR CODE:

Before press release hits the wire

Day of press release

After press release hits the wire/notable updates or stories

Web Page

- A permanent or landing page will be created to be included with the press release, whichever is appropriate. The page will allow the marketing team to track leads, analyze traffic, or showcase product and/or video.
- When appropriate, a new rotating image will be created for the home page.

Digital Media

- Should a marketing video need to accompany the press release, it should be planned out and created before the story is released, allowing **2-4 days** for creation/edits. More or less time may be required depending on the complexity and materials needed.
- The video will be shown on the large screen near MWG reception the day of or before the story is released.

Kevin Coupe/MorningNewsBeat.com

- The Kevin Coupe drumbeat should be written to correspond with the press release. It should include a small paragraph of text with an accompanying photo/graphic, preferably one that is used in the press release (if any).
- Ads for morningnewsbeat.com should be created with a message that pertains to the recent press release. These ads should be created a few days before the release is scheduled to be released to give the Morning News Beat team time to upload to the site.

Emails

- The sales team will receive an e-mail via Salesforce or team manager immediately after the story is released to the wire. This will ensure the sales team is informed and up-to-date before competitors, brands, or retailers receive the story. The email should include any additional sales materials along with a 2-3+ selling points.

- An email will be sent to MWG.all, informing employees of the press release and its contents. Should the story be featured in a notable publication before the email is sent, links to the story will be included.

Coverage

- When the press release crosses the wire it will be posted in all relevant spots on the MWG site. Full release will appear in “Press Releases” section and all articles will be added to “In the News” and highlighted on the home page under “Headline News” when notable.

Social Media

- The press release will be tweeted from the MWG twitter account, along with any links to articles/stories written about said press release. The appropriate hashtags should be used to ensure maximum reach.
- If the press release or news falls in line with the MWG Facebook strategy, it will be shared on the MWG public Facebook page.

Worth Reading

- When the press release is reported on, any notable publications or stories will be included in that week’s Worth Reading email.

AdWords

- With a (web) landing page built, the goal would be to buy keywords in Paid Search and drive users to that landing page. There must be a clear call to action on the page (Contact Us button, big, visible) .