



NAPLES · MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

PUBLIC RELATIONS 101





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Meet The Team



Brittany Chapman

President, Florida

13+ years of experience managing the public relations and social media efforts for destinations, hotels, resorts and countless lifestyle-focused brands.

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Mackenzie Comerer

Vice President, Florida

More than a decade of experience managing the public relations for beloved global hotel brands, as well as leading the charge for one of Florida's top Destination Marketing Organizations.

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Taylor Bensley

Account Executive, Florida

Team member spearheading strategic media relations, creative storytelling, content curation, press trip activations and reporting.

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Meet The Team

As the PR agency-of record for Florida's Paradise Coast, LHG is focused on:

- supporting your destination marketing team
- managing a comprehensive PR and media relations strategy

Our primary goal – create impactful relationships with media in your target markets, so that the destination is consistently and favorably featured in relevant print, online and broadcast press.



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What is PR?

What is PR?

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

Key media channels:

- **Print** – newspapers, magazines
- **Digital** – evergreen online articles
- **Social Media** – Instagram, Facebook, YouTube, etc.
- **Broadcast** – television, podcasts
- **Radio**

Media: Owned vs. Paid vs. Earned

Owned

Owned media is any content that your business controls. It's often the go-to strategy for businesses looking to build a PR campaign.

Paid

Paid media refers to paying to make your content visible. It's standard practice to promote owned media.

Earned

Earned media is the tactic used to boost conversation around your brand. It's essentially word-of-mouth and is arguably the best PR tactic to build your reputation.

Press Trip Process

Suggest

and develop compelling general and special-interest visitor itineraries and opportunities.

Recruit

top-tier participants with measurable goals; assist media in securing assignments in advance of trip.

Work

with client and DMO partners to develop itineraries

Press Trip Process

Escort

group press trips; provide follow-up assistance to fact check and brainstorm additional placement opportunities.

Distribute

and share evaluation with Florida's Paradise Coast and participating industry partners to better serve media in the future.

Provide

recap of social media conversations that took place during trips and share resulting coverage from media's experience.



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How PR Can
Support Your
Business

How PR Can Support Your Business

Generate increased brand awareness

Create new customers

Drive elevated engagement

Reach potential investors

Increase credibility





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How To Reach The Public

How To Reach The Public

Media Relations – building positive relationships with journalists, publications, and other news outlets.

Influencer Relations – engaging with social influences with demographics that align with your company goals

Community Engagement – building positive relationships with the local community

Curated Content – creating content that elevates your company's SEO, via blogs, press releases



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Measuring Value

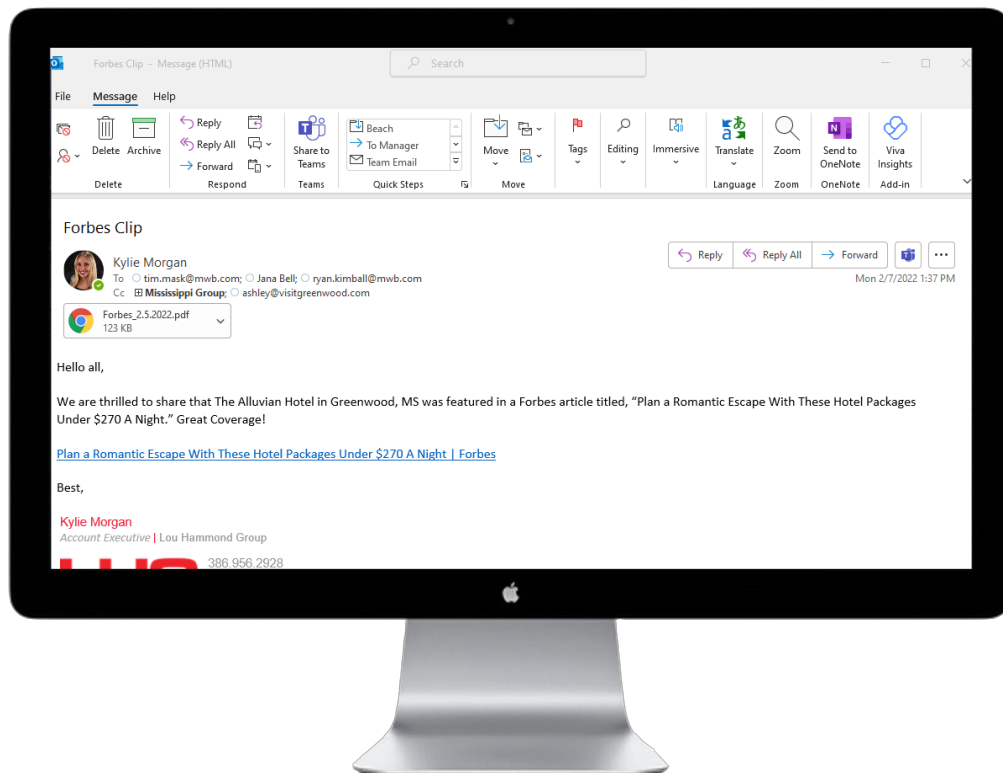
Measuring Value

General Impact: Metrics such as awareness, media reach, share of voice, news penetration, impressions, etc.

Strategic Impact: Tie your program to your company's strategic goals like sales, competitive differentiation, acceptance, new markets, and investments.



Measuring Value



Forbes

February 5, 2022
UMV: 68,926,390

Plan A Romantic Escape With These Hotel Packages Under \$270 A Night



Kaeli Conforti Contributor @
Travel

I cover travel news, solo and budget travel and everything in between.

If you're looking to plan a romantic getaway with your sweetheart this Valentine's Day weekend, there are still plenty of deals to be had. Here's a look at 11 hotel packages around the U.S. with starting rates under \$270 a night. *Sample prices listed reflect a one-night booking from Saturday, February 12 to Sunday, February 13, 2022.*

In Greenwood, Mississippi, located about two hours from either Jackson or Memphis, The Alluvian Hotel's All You Need is Love package adds chocolate covered strawberries and two full Southern-style breakfasts to your luxury overnight stay, with Valentine's Day weekend rates starting at \$249 a night.

<https://bit.ly/3GySAvK>



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Media Magnets



Media Magnets

Research + Data

Trending Topics

Access to Experts

Educational Insight

Unique + Fun Facts

New Hotels, Restaurants, Experiences



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How To Work With The CVB

How To Work With The CVB

Sandra/Maria insight.

Hot Tips



HOT TIP: Culinary News
Openings, Promotions, Developments
Outlets: Regional and National Publications

Deadline: March 24, 2023

Details: Lou Hammond Group, in conjunction with Paradise Coast, is seeking information on **culinary news**. Select responses will be used for media opportunities ongoing.

Editors are especially interested in the following information:

- Restaurant openings
- New personnel
- Promotions
- Menu changes

Example: [RESTAURANT NAME] will be opening in [LOCATION] on [OPENING DATE]. The restaurant will serve a selection of XX cuisine with a menu crafted by Chef [NAME]. Guests can make a reservation at [WEBSITE LINK] or call [PHONE NUMBER].

Example: This spring, [RESTAURANT NAME] will be offering a seasonal menu. The menu will be available from [DATE] to [DATE] and feature [MENU ITEMS]. Guests can make a reservation at [WEBSITE LINK] or call [PHONE NUMBER].

Submissions Must Include:

- Name and location of entity
- Brief (3-5 sentence) description highlighting what is noteworthy
- Time period of availability (if applicable)
- Link to website
- Link with hi-res image and property & photo credit (Images may include general photography)

Information can be submitted through the Google form below.

<https://forms.gle/e2CeBnnh6LkuCnFs7>

Please send any questions and your submissions to: mackenziec@louhammond.com by COB on Friday, March 24.



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Current PR
Opportunities

Current PR Opportunities

New hotel + resort openings

Restaurant + culinary updates

Individual media + social influencer visits

Event + festival updates

Unique experiences, amenities, offerings

Reactive media leads





THANK YOU