

Social Public Relations @ Your Host Port

Re-Thinking Your Public Relations

Outbound Marketing

- Telemarketing
- Trade shows
- TV/Radio
- Print Advertising
- Direct mail/email
- Broadcasting

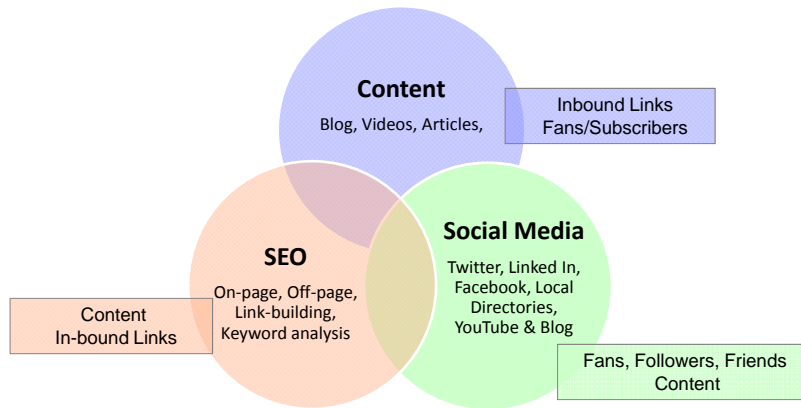


Inbound Marketing

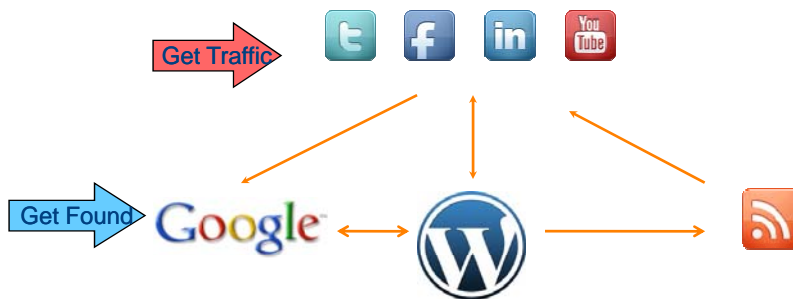
- SEO/SEM
- Blogging
- Social Media / Buzz
- RSS Feeds
- Targeted Landing Pages
- Marketing Analytics



Creating The Online 'Buzz'



3 Stage Public Relations System



Using Facebook Pages



Forming Groups

- ✓ Create a Group targeted to your Port
- ✓ Invite Fans to join your Group
- ✓ Do not let the Group membership exceed 5000

Forming Pages

- ✓ Create a Page in your Port Name
- ✓ This is the one area of Facebook which is recognised by Google for ranking purposes.

Marketing

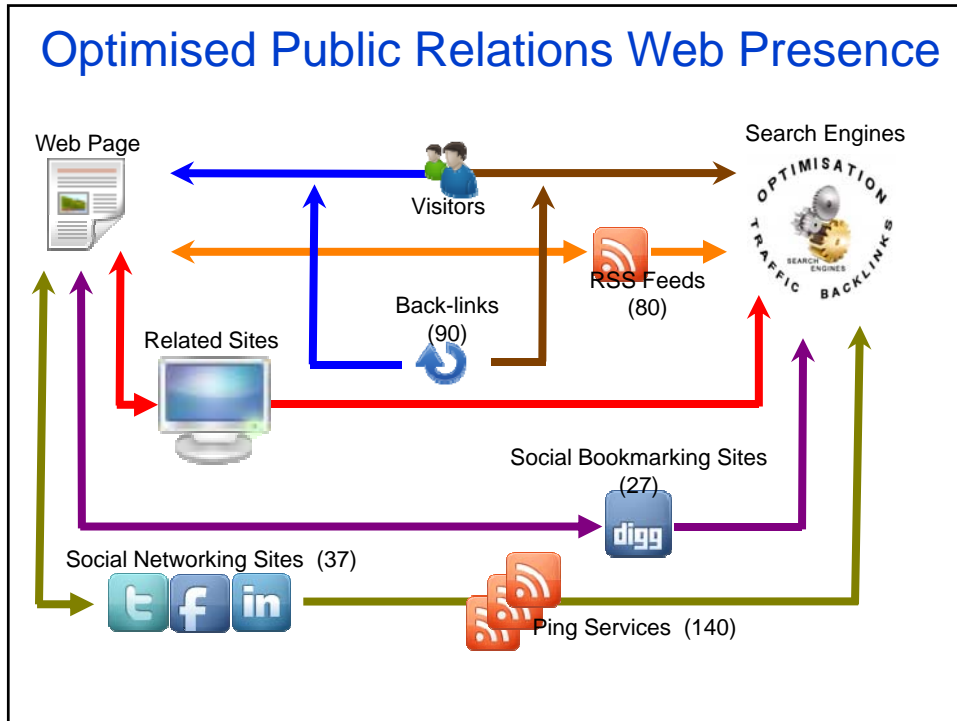
- ✓ Talk about your event & always link back to your website

Find Local Business Groups in LinkedIn



Business Groups & Number of Members

Hampshire Business Community	680
Hampshire UK	117
North Hampshire Enterprise	86
South Hampshire Business Professionals	235
Southampton UK	207
UK Business Network	8,567
UK Directors & Business Owners	3,446
UK Entrepreneurs	269
Wessex Business Club	231
Total	13,838



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