



Coconut

FRESH THINKING COMMS

PR & MARKETING ADVENT 2020

1 Get to know the publications your audience reads	2 Capture name & email address for more personal email marketing	3 Write social media bios that tell your audience how you help	4 Google loves fresh content - blog as often as you can	5 Find press opps on Twitter via #journorequest	6 Split test email subject lines & learn from results
7 Use hashtags to find content as well as sharing yours	8 Stuck for content inspo? Check out AnswerThePublic	9 Send press releases within the body of your email	10 Emojis in newsletter subject lines can improve open rates	11 Create/tweak content for each social channel	12 Google likes it when you repurpose existing blog content
13 Media pitch subject lines are as important as the pitch itself	14 Email newsletter follow-up sends massively improve results	15 Facebook events perform well in the algorithm use them to your advantage!	16 Subheadings make content easier to read (for us & Google)	17 Hi-res images are essential for print press coverage	18 A/B testing lets you practice different ideas on your audience
19 Look & listen for conversations to engage with & meet new people	20 Image alt text helps Google + users reliant on screen readers	21 Be heard: write a 'letter to the editor' in response to industry news	22 Global audience? Factor that into newsletter send times!	23 Social media takes time - allow for that in resourcing & budgets!	24 Proofread everything!