

# Smoothie PR

Hi, I'm Charlotte,

I work with fabulous foodies running small businesses, looking for brilliant, budget-friendly PR!



If you haven't got a clue where to start when it comes to PR, hooray! It means you've come to the right place. I'm going to take you on an easy-peasy journey and promise to hold your hand for as long as you want me to.

I'll be sending useful emails that are specially written for you guys; small food brands who are passionate about their products and definitely deserve to shine. If you find them useful, you might fancy joining lots of other lovely foodies hanging out in [The Smoothie Bar](#).



On the menu in The Smoothie Bar is a membership package bursting with:

- Lots of DIY PR advice, with downloads and videos to help you get your name out there
- A constant stream of requests from journalists and bloggers looking for food brands to show off in magazines, newspapers, websites and blogs
- Q&As with industry experts to help every part of your business thrive
- A chance to be part of the coolest, kicking-it-in-Converse community full of fabulous foodies!

Sign up for as long as you want – a month, a year or forever and join the party in our closed Facebook group. We'll all be on hand to offer you lots of advice, support and celebrations along the way. The Smoothie Bar is a vibrant, close-knit community of small business foodies that help each other succeed on an itty-bitty budget!

If you're more established and have budget ready to invest, check out my [Full Berry Blast 1-1 PR Package](#).



@smoothiepr



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## 39 Top Tips to Get Your PR Party Started!

It's time to get organised...

1. **Create a calendar** – whether it's a paper wall planner above your desk, a detailed excel sheet or a fancy app, start marking up food industry events and general public holidays to help you plan out your social media and blog content in advance. I post an update every Monday morning in [The Smoothie Bar](#) Facebook group of foodie events and national days to keep you inspired!
2. **Start a database** – this is just a posh word for a handy list of details (website, email, Twitter handle etc.) of people you'd like to get or stay in contact with. Think journalists, bloggers, editors etc. <https://capsulecrm.com/> is simple to use and it's free.
3. **Get your stuff ready** – make sure you have high res (good quality) images of your brand logo, various products and head shots of you and your team ready in a folder. If the press wants to feature you at short notice (and it's always short notice!), that's the type of thing they'll ask for.
4. **Write a few bios** – these are just a few lines about you and your business. Write a version with a couple of sentences, another with 4-5, and a longer one with around 10 sentences. The space available to print these varies, and they may use the longer version to pick out the most interesting bits of your background – so add some quirky things in there!
5. **Share the lurve** – when customers tell you how much they love your product – on email, social media or a blog review – share it with your audience. People who aren't yet customers will be encouraged to buy if they hear that others love your food.
6. **Start typing** – blogs are a great way to get regular content onto your website, which keeps the Google God happy. Topics can include events on your food calendar like #NationalBakingWeek or answering customer questions like, "What's the best recipe to use your hot sauce in?"
7. **Team up** – get friendly with bloggers who specialise in writing about your type of food so that they can try it and share the experience with their readers, who will also be introduced to your brand.
8. **Stalk yourself** – create a Google Alert <https://www.google.co.uk/alerts> with your name and brand so that you get an email whenever you pop up in a feature online. Be warned that if you've got a more common 'John Smith' type of name, then lots of random things may pop up that aren't you..!
9. **Show yourself up** – and by that, I mean Google yourself to see what comes up in a search. Journalists often do this and if the first few pictures are of you looking pretty 'merry' on a night



## Spark up your social media...

10. **Pick a platform** – you don't have to be everywhere on social media. Choose the one you know best, make sure your customers are there and post regularly. It's much better to have one really active account than lots that you only use now and again.
11. **Check trending hashtags # on Twitter** – to see what's popular each day, and jump on them if you have something relevant to add that conveniently links to your brand or products.
12. **Give customers a shout out** – if someone is commenting on your post, retweeting you or shouting about how much they love your food, reply back as it's a great way to grow brand love.
13. **Say hello to the haters** – it may seem odd to respond to negative comments but if it's something you can sympathise with and/or can offer a solution to their problem, you could turn that relationship back into a positive experience.
14. **Keep your social media profiles updated** – vibrant images of your latest products and logo should be resized for every platform, here's a great cheat sheet of sizes you need for the most popular platforms > <http://bit.ly/2eXvHqw>. Tell potential customers why your brand is that special little snowflake amongst all of the others around it, and always have a clear link to your website.
15. **Become a social icon** – make it easy to pick up new followers by having your social media icons in obvious places on your website.
16. **Find journalists easily** – almost all of them are knocking about on Twitter and sending out regular requests for articles you can help with. Look up #journorequests for a constant stream of 'help-me-I-need-this-type-of-person-for-this-article' tweets.
17. **Celebrate with your followers** – find a great excuse to host a product giveaway. This could include things like hitting a milestone in followers, your brand's 'birthday', National Chocolate Week etc. Make sure you ALWAYS have proper T&Cs in place so that you don't accidentally land yourself in hot water, I always get mine from <http://www.sparkandfuse.com/>.
18. **Find and follow** – start following journalists and having conversations with them as and when you can. They are much more likely to reply to you when you pitch ideas if they have chatted to you online.
19. **Get your name on a list** – instead of racking your brains to remember every journalist's name, set up a Twitter list <https://support.twitter.com/articles/76460> to keep them neatly in one place and you can make these private or public. You'll probably find you'll be added to other people's lists along the way.



## Get yourself out there...

20. **Make an exhibition of yourself** – well not you but your brand! Google ‘food exhibitions’ for a list of trade and consumer shows that you can visit or be part of.
21. **Be a big know-it-all** – offer to be a speaker at events that either your customers or food industry bigwigs will be at. You never know where conversations afterwards may lead.
22. **Hold a free workshop** – this could be at your local college, university, community centre or shopping arcade. Use it to demo your products and get people involved if you can so that they want to buy from you afterwards.
23. **Sponsor an event** – research industry events that your ideal investors or clients will be attending and get your name in front of them.
24. **Nominate yourself for an award** – there are lots of food and small business awards around and whether you get shortlisted, are a runner up or a winner, stick it on your website and social media profiles to show how fancy some judges think you are.
25. **Be charitable with your time** – getting involved in any kind of charity activities can make you feel all warm and fuzzy inside and, prove to be useful in getting local media coverage if you come up with something really different and interesting.
26. **Find journalists at foodie events** – we all like to escape the office at times and journos often do this by speaking at events. So if you haven't managed to pin them down for coffee to hear your brilliant and relevant pitch, check out events they're attending and aim to ‘bump into them’ while they're there!
27. **Help out at community events** – there's nothing wrong with growing your presence locally before dominating The UK, and then the world! Offer a helping hand at local events that you know attract large crowds and make sure you're fully branded so that people get talking or, remember you next time they're buying.
28. **Howdy partner** – if there's an opportunity to appear at an exhibition but the costs are out of reach, look at sharing a stand with another brand you know well.
29. **Mingle, mingle, mingle** – life would be a lot easier if we didn't have to put the effort in to talk to strangers (groan!), but these are your potential investors/suppliers/customers. You have to step out of the shadows and leave a great impression. If you get stuck, ask them questions about themselves as it's most people's favourite topic!



## Start jibber jabbering with journalists...

30. **Think like a journo** – any ideas you pitch should be based on what THEY need to write about, not just what you WANT to send to them.
31. **Why now?** – When pitching to journos always think, ‘Why do they need to know about this RIGHT NOW?’ Timing is key so your ‘thing’ needs to be something that their readers need to know or care about THIS VERY MOMENT!
32. **WWWWW** – Who, what, where, when and why make up the key points of your pitch, so have them all completely clear before contacting a journalist with a story. If they are interested and ask for more details that you haven’t thought through, you’re going to sound pretty amateur.
33. **Milk and sugar?** – Invite a local journalist out for a coffee date to introduce yourself without ramming your pitches at them. Instead, let them remember you as ‘that nice person who also makes delicious snack bars’.
34. **B2B vs B2C** – the fancy way of saying business to business versus business to consumer. Of course, you want to sell your products to customers, but pitching ideas and articles to journalists who write for industry magazines and websites can be just as useful. You never know which Big Cheese might read it and get in touch with an idea or cheeky investment up their sleeve...
35. **Research is just reading in disguise** – look at the websites and publications you want to get into and then read up about the types of topics they publish, and which writers submit them so you can make friends with the right contacts.
36. **Gift of the gab** – if you’re not a confident writer, there are plenty of opportunities where journalists just need to interview you so that they can write the piece themselves. If you need to write an article, record yourself talking about it, get it transcribed cheaply on somewhere like <https://www.fiverr.com/> and tidy it up. Or hire a ghostwriter who can create something for you based on bullet points of the main things you want to get across.
37. **Are you willing to expose yourself?** – by that I mean areas of your life other than your business (what were you thinking?!). People like to read stories about real people so recounting that first job flipping burgers at McDonalds, your kitchen is your office or hula hooping at the weekend are all great ways to get a mention and/or link to your website in a piece. It also makes you look fun and cool!
38. **Give, give, give** – if you see a journo request you think is a good fit, throw your hat into the ring. If they come back and tell you it’s a no this time, ask if they need any other help. Referring someone else suitable for their story will give you a subliminal tick as being reliable and knowledgeable.
39. **Play chasey** – you probably thought you’d left this game back in the playground but always follow up on articles you’re being published in to get a link or PDF. There’s no point saying you were featured in last month’s delicious magazine without being able to show that it’s true.

