

# Publicity: A Necessary Tool?



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## Disclosures:

- ColBar Evolence Trainer
- Mentor Advisory Council
- Dr. Guy has no financial affiliation with any skin care product, laser or spa entity.

# Definitions

Advertising

Promotion

Publicity

Public Relations

Sales



# Publicity Defined

- Information that attracts public attention to a practice
- Generated by a third party (media)
- Based on newsworthiness
- Not paid for
- Not controlled

# Translation:

- Negative?
- Outrageous?
- Unprofessional?
- Image eroding?
- Ultimately distasteful?

Effectiveness

**THE OPRAH EFFECT**

**Don't Just Let News Happen**

**MANAGE IT!**

# Traditional Methods

- Be a Source – credible, consistent, available
- Build Media Lists
- Develop Contacts
- Plan
- Follow-up

# Traditional Methods

- Press Releases – not advertising
- Media Kits
- Tip Sheets
- Media Spokesperson Training
  - Understand Spin Control
  - Understand Message Boxing

# Get Their Attention

- Newsworthy
- Different
- Entertaining
- Useful
- Problem Solving
- Relating to Current Trend

# How Can We Make it Positive?

- Something New
- Educational
- Public Good
- Selfless, Philanthropic
- Professional
- Compelling, Exciting

# The NEW RULES

- **IT'S ABOUT THE WEB!!!**
- “Word of Mouth” efficiency on the web
- Information available when they surf for it
- Read the reporters’ blogs – don’t spam them
- Patients want to do their own research
- Empower them! 73% of Adults in US use web

From The New Rules of Marketing and PR by  
David Meerman Scott

# The NEW RULES

- **IT'S ABOUT THE WEB!!!**
- Blogs – use your “blog voice”- casual and familiar rather than formal and stilted
- Information – not hyper-inflated PR speak
- On-line News Releases – go directly to them
- Video, Podcasts, Social Networking, Viral

From The New Rules of Marketing and PR by  
David Meerman Scott

**Don't Just Let YOUR News  
Happen**

**SHAPE IT!**

**Thank You!**  
**Merci!**

