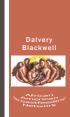
PITCHING AND PROMOTING BREASTFEEDING EVENTS



WHAT ARE YOUR OPTIONS?

- Paid Advertising
- Earned Advertising
- Owned Advertising

| Examples of paid, owned and earned advertising | | | |
|------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Туре | Definition | Offline Examples | Online Examples |
| Paid | Generated by a coalition or organization | Traditional advertising (e.g., television, radio, print, outdoor) Sponsorships Direct Mail | Display/banner advertising Search advertising (e.g. Google AdWords) Social network advertising (e.g. Facebook ads) Electronic direct mail (e.g., email advertising) |
| Owned | Generated by a coaliton or organization channels it controls | Retail in-store visual merchandising or displays, hats, t-shirts etc. Brochures Organization press releases | websites blogs Coaliton pages/accounts in online social networks (e.g., Twitter account, Facebook brand page) |
| Earned | Generated by customers or journalists | Traditional publicity mentions in professional media outlets Consumer boonsumer WOM conversations about products, including advice and referrals Consumers showing or demonstrating products to each other | Traditional publicity methons in digital media cuttes (e.g., professional blogs) Online WOM referrais (e.g., invitations to join a website) Post in online communities or social networks (e.g., status updates, tweets) Online ratios, and reviews (e.g., Yeig.com for restaurants, Amazon.com for products) |

WOM WORD OF MOUTH

Still the best form of FREE Publicity & Advertising

IT'S ALL ABOUT R & I RELATIONSHIPS AND IMPACT!

- Are you seen as a creditable organization?
- Who are your partners? Do your collaborations make sense and are they mutually beneficially.
- Send news releases and information, regularly to media outlets. Develop yourself as the expert in your community.
- Utilize students in communications, public relations.
- Is a Media Expert Your Ally?
- IS WOM working...always ask 'how did you hear about us?'
- Take advantage of 'awareness activities' that you can tag to BF events, i.e., Environment Day, Cancer Awareness, Locally Grown Food Day



Breastfeeding









Portage County Breastfeeding Coalition

Kristi Cooley