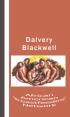
PITCHING AND PROMOTING BREASTFEEDING EVENTS



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