

# PITCHING AND PROMOTING BREASTFEEDING EVENTS

Dalvery Blackwell



African American Breastfeeding Network

# WHAT ARE YOUR OPTIONS?

- Paid Advertising
- Earned Advertising
- Owned Advertising

Examples of paid, owned and earned advertising

| Type          | Definition  | Offline Examples   | Online Examples  |
|---------------|---|--|--|
| <b>Paid</b>   | Generated by a coalition or organization                      | <ul style="list-style-type: none"> <li>• Traditional advertising (e.g., television, radio, print, outdoor)</li> <li>• Sponsorships</li> <li>• Direct Mail</li> </ul>   | <ul style="list-style-type: none"> <li>• Display/banner advertising</li> <li>• Search advertising (e.g. Google AdWords)</li> <li>• Social network advertising (e.g. Facebook ads)</li> <li>• Electronic direct mail (e.g., email advertising) websites</li> </ul>  |
| <b>Owned</b>  | Generated by a coalition or organization channels it controls | <ul style="list-style-type: none"> <li>• Retail in-store visual merchandising or displays, hats, t-shirts etc.</li> <li>• Brochures</li> <li>• Organization press releases</li> </ul>  | <ul style="list-style-type: none"> <li>• blogs</li> <li>• Coalition pages/accounts in online social networks (e.g., Twitter account, Facebook brand page)</li> </ul>   |
| <b>Earned</b> | Generated by customers or journalists                         | <ul style="list-style-type: none"> <li>• Traditional publicity mentions in professional media outlets</li> <li>• Consumer-to-consumer WOM conversations about products, including advice and referrals</li> <li>• Consumers showing or demonstrating products to each other</li> </ul> | <ul style="list-style-type: none"> <li>• Traditional publicity mentions in digital media outlets (e.g., professional blogs)</li> <li>• Online WOM referrals (e.g., invitations to join a website)</li> <li>• Post in online communities or social networks (e.g., status updates, tweets)</li> <li>• Online ratings and reviews (e.g., Yelp.com for restaurants, Amazon.com for products)</li> </ul> |

# 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?
- Utilize students in communications, public relations.
- Who are your partners? Do your collaborations make sense and are they mutually beneficially.
- Is a Media Expert Your Ally?
- Send news releases and information, regularly to media outlets. Develop yourself as the expert in your community.
- 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

# Wood County Breastfeeding Coalition

Amber France MS MPH IBCLC

Co-Chair of the WCBC



### Best Avenues for Advertising



### Most Effective...



### Target Audiences & Framing Messages



### Costs...



# Portage County Breastfeeding Coalition

*Kristi Cooley*