



Monthly

AUGUST 2019

Marketing

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SPREADING THE WORD

I love the challenge of “*getting the word out*”, especially when you have the challenge of having little or no budget to work with. There are two qualities that need to come into play if you are looking for success... **Understand Your Audience** and **Be Persistent**.

Here's an example of what I mean – the PR campaign story of the 26th Annual Bucktail Reunion, which takes place August 2-4 at the Myerstown, Pa Community Park. It's a great family-focused event that keeps the momentum going for Myerstown on the heels of their highly successful 250th Anniversary in 2018, a year filled with outstanding community events. Good PR gets media exposure free.

So what “*free*” tactics were employed to “*get the word out*” for this wonderful Civil War encampment, which honors Pennsylvania Bucktail heroes?

- Wrote a magazine article, published in the May issue of Enjoy Local Living.
- Booked Bucktail spokespeople Matt Herring and Rich Pawling to speak to Myerstown Rotary, an audience of

influential local businesspeople.

- Arranged for Matt to appear on Good Day Pa on Channel 27, reaching a family audience.
- Arranged for Community Connection news coverage on WGAL-TV to kick off the weekend on Friday, August 2nd.
- Connected with the National Civil War Museum in Harrisburg to help publicize the event, trading for an informational table at the Event.
- Wrote a front page Community News story for the Merchandiser weekly paper. The schedule was also published as a center spread with advertiser support. Other media also picked up the story and promoted online.
- Extensive social media presence and website exposure, including on www.myerstownpa.org

It's nice if you have a marketing budget to work with, but don't underestimate what can be done when a budget doesn't exist! PR wins!



Call Jack Cantwell at Skylimit Marketing
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