



PUBLIC RELATIONS

FOR INTERIOR DESIGNERS
WORKBOOK
FOR
INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

Public Relations



Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

Source: Public Relations Society of America (PRSA)



Branding vs. Marketing vs. PR vs. Advertising

Branding

is how the public identifies your business and it determines the public's perception of how you look, sound, and act. Branding creates an identity for your business.

Marketing

is the execution of your brand to build engagement and drive sales. It's how you communicate your brand, products, and services to attract leads and generate demand to drive revenue.

Public Relations

is about influencing, engaging, and building relationships with an organization's stakeholders. The media are one of the stakeholders.

Advertising

is the business or act of making something known to the public, usually through some type of paid media

PR FOR INTERIOR DESIGNERS

Areas of PR

**Most important for Interior Designers:
Media Relations = Publicity = Getting Press**



- **Product PR**
- **Brand PR**
- **Corporate Communications**
- **Crisis Communications**
- **Employee Communication**

- **Corporate Social Responsibility**
- **Investor Relations**
- **Community Relations**
- **Influencer Relations**
- **Government Relations**
- **Thought Leadership**

Benefits of Getting Press



Third-party credibility, Testimonial from an official media outlet

Creating Content, Industry Recognition

Getting Ready For Press



Dos & Don'ts

Things you need before you do PR:

- Personal brand identity and story
- Website
- Social media presence

Things you don't need before you do PR:

- Lots of projects
- High-profile projects
- Famous clients
- Lots of social media followers

Objectives of PR

Creating PR Objectives For Your Interior Design Biz



Examples:

Business Objective: Be able to charge a higher rate

=> **PR Objective:** Get press in luxury media

Business Objective: Become a renowned industry expert/speaker/educator

=> **PR Objectives:** expert media mentions/profiles, speaking engagements, podcast interviews

Media Landscape & Types of Media Coverage



Print

- **Magazines**
 - National
 - Regional
 - Trade
 - **Newspapers**
 - National
 - Regional
 - Community
- 
- 

- ***Profiles***
- ***Features***
- ***Interviews***
- ***Mentions***
- ***Expert quotes***
- ***Guest articles***



Digital

- Websites affiliated with print magazines
 - Online magazines
 - Lifestyle sites
 - Blogs
- 



Broadcast



- **Television**
 - National
 - News
 - Home
 - Regional/local
 - **Radio**
 - National
 - Regional/local
 - **Podcasts**
- 

What is HARO?

Proactive vs Reactive Pitch

Stands for:
Help A Reporter Out.



HARO connects journalists seeking expertise to include in their content with sources (YOU!) who have that expertise.



www.helpareporter.com

Proactive Pitch



Proactive - you reach out to media

- **Pitches**
 - Projects
 - Products
 - Trends
 - Ideas



Reactive Pitch



You submit a pitch to a HARO query.

You respond to a media request from a journalist who is working on an article.



HARO Pitch Template by Get Ink DIY

Subject Line: Re: {Query Topic}

Hi {First Name},

My name is... {Include your short bio including your name, your business' name, where you are located, and your specialty}.

In reference to your query on {subject}, I... {answer query requirements exactly, be concise, write as you speak, don't overthink it}.

If you'd like additional info on {subject}, please let me know. I'd be happy to provide more details and [images, product references, etc. - depending on query}.

Thank you for your consideration.

Sincerely,

{Your Name}

{Title and business, email/phone, website}

1st follow-up

- *Remind, don't demand*
- *1-2 weeks after pitch*
- *Forward your pitch email*

"Hi, I wanted to check in and see if this is something you can use/is a fit."

Proactive Pitches

Pitch Avenues

- Email
- Don't pitch on social
- Don't call (only)
- In person, if possible
- Deskside

Pitch Hierarchy

- One by one!
- All prefer unpublished content
- Exclusive
- AD, Elle Décor, NYT, SIPs, etc.
- Room/photo/product exclusives
- Nationals
- Regionals
- Online

Pitch Angles

Projects

- Whole house
- Individual rooms
- Style
- Color
- Homeowners
- Uniqueness
- Photos

Trends & Ideas

- Seasonal
- Colors
- Materials
- Business
- Products
- How-to's, tips
- Business

Products

- Exclusives
- Product
- Collection
- Products in collection
- Product round-ups
- Included in a project
- Market editors love new products!

Proactive Pitches

Pitch Assets

- Your short bio
- Images
- Headshot
- Product/project
- Low-res, high-res
- Videos
- Facts & figures
-



Pitch Etiquette

- Email, don't call or pitch on social
- Be friendly and helpful
- Keep it short
- Not overly formal
- Show that you've done your research
- Be responsive
- Have all materials ready
- Say thank you

Build Rapport

- Thank them for coverage
- Share it on your social media
- Follow and engage on their social media
- A no or crickets are NOT personal
- ANY response is a sign of interest
- Go back with new ideas
- Don't be pushy, but don't be shy
- Be REAL

Take Action

DIY

- Sign up for HARO
- Create a plan
- Find accountability

Delegate

- Research PR help
- Determine budget
- Hire a pro



getinkdiy.com



Get Ink DIY

We help interior designers do their own PR without spending a lot of time and money.

IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

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- Conversion Tools to Close More Clients
- Online Reputation Monitoring and so much more . . .

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