

Online Public Relations

Tempe Convention
& Visitors Bureau

Presented by: Michael Martin

Tempe CVB Overview

- Tempe CVB budget = \$2.5 million
- 13 full time staff / 2 dedicated to PR
- Website marketing initiatives are contracted through Sitewire Marketspace Solutions
- Currently on our 4th generation website – new site will be completed in Oct 08
- Compliment traditional marketing with online marketing including SEO, PPC & OPR

Why Optimized Press Releases?

- Support the Organic Rankings for our main website – tempecvb.com
- Reach Media and Consumers on a National Level
- Establish online presence, relevance and trust within the online community

Why OPR?

- Support the Organic Rankings for our main website – www.tempecvb.com
 - Create opportunity and build links to our site
 - Establish more relevance on our site for topics searched for by the search engines.
 - Expands our 'Real Estate' on search engines.

Why OPR?

- Reach Media and Consumers on a National Level
 - When a news wire broadcasts the release, they are reaching the AP wire and a number of news and RSS aggregators on our behalf.
 - Some 64% of journalists report that they use either Google or Yahoo! online news services to follow the news.
 - 37% of journalists report using RSS feeds to receive news sources.
 - When asked “What has been the greatest change in the way you practice journalism due to new internet technology?” 79% said it was their ability to research news online 24/7.
 - Source: Bulldog Reporter / TEK Group International
 - More than 70% of Americans read their news online. Yahoo! News has the largest Internet news audience in the world, even bigger than CNN or New York Times.
 - Source: Nielsen/Net Ratings

Why OPR?

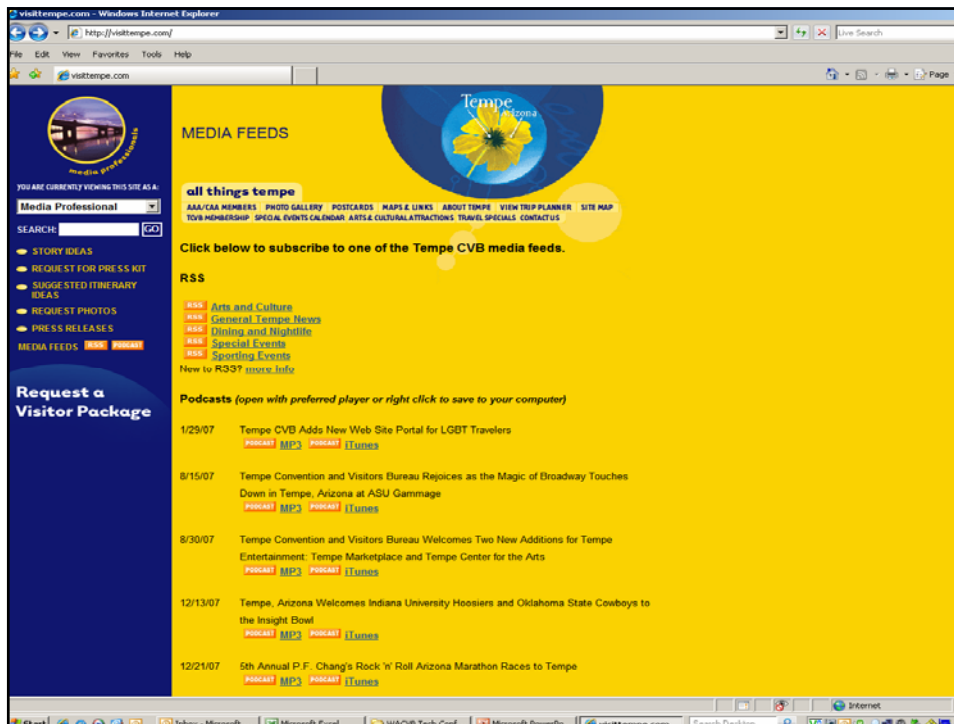
- Establish online presence, relevance and trust within the online community
 - If our release is picked up by a series of news and RSS aggregators, it improves our site’s reputation as an authority on the various topics we write about.

How do we do OPRs?

- Work in synch with our website marketing agency.
- Establish an editorial topics calendar.
- Keep a presence at least once a month.
- TCVB utilized PR Web as main newswire.
- 4 submission levels to choose from:
 - Standard / Social / SEO / Media
 - TCVB utilized Media Level 10 of 12 times in FY07/08
 - Allows for AP distribution / upload of podcasts/ advanced analytics/ video

How do we do OPR?

- Write copy.
- Sitewire optimizes content.
- TCVB schedules podcast with local expert.
- TCVB approves release.
- Sitewire submits to PR Web
 - Include: Optimized Press Release, key words, images, information on the podcast interview, TCVB contact information and I-frame of TCVB site.
- Post the release & podcast to media page on our site.
- Categorize the release under the appropriate RSS feed section on our website.
- Sitewire reviews the results with the TCVB one month after the submission.



What are the results?

- Results are defined through our reporting
 - Monthly analytics report on our site will demonstrate the number of downloads of podcasts and PDF press releases conducted on our site – www.tempecvb.com.
 - The OPR report per release demonstrates:
 - Distribution activity –wires picking up stories
 - Full-page reads on the wire
 - Headline impressions served on sites
 - PDF and Podcast downloads from the newswires
 - Increase in subscriptions to our RSS Feed in aggregate
 - Proof of performance – screen shots of media outlets that actually posted the story on their sites

What are the results?

- What is the value of a story?
- Difficult to measure in true dollars.
- Measurement based on activity.
 - Increases in RSS subscriptions
 - Distribution activity based on a standardized index
 - Increase in visitation to our website
 - Increase in online media visibility
 - Increase in SEO rankings
 - Efficient distribution source for our press releases along with imagery and podcast

Questions?

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