

INSPIRING MARKETING NEWS YOU CAN USE

The official company newsletter of Multi Dynamic Public Relations Group LLC

www.multidynamicpr.com

A NEW KIND OF NEWSLETTER!

Written by Andria Arena

Welcome to the May issue of *Inspiring Marketing News You Can Use!* Kick-off the summer and elevate your brand with the right public relations and marketing approach. If you have not yet pulled-through your public relations program with you marketing plan, this is the perfect time to get moving!

Remember marketing sells your product, requiring completely different skillsets than building and maintaining corporate or product reputation, and enhancing your brand among your customers, investors, policy makers, and other stakeholders.

For some, the Summer means complacency, but for small businesses it means continued movement and gearing up for a busy fall.

If you have a positive business marketing or public relations story with sharable insights, tactics or tips that you think would be helpful to this **AWESOME** audience of **"Multi Dynamicpreneuers"** (small/medium sized businesses), please share it with us. We would love to consider publishing your experience in the "Inspiring Marketing News You Can Use!" newsletter.

Your business never stops...so why should your reputation building and branding efforts stop? In fact, you should already be working on guest panelist speakers for 2022, along with executing the rest of your 2021 media strategy, including proactive, reactive and opportunistic efforts. Are you working on writing bylines to enhance your reputation as expert, or aligning your key corporate or product milestones with events, content marketing and earned media?

It is also a good time to re-evaluate your programs to see if they are working...or to re-think the vendors you are working with. Are they your partners, do you communicate well together, do you get the feeling they just don't get it? If so, consider Multi Dynamic Public Relations Group, we are here to serve you!

Send your story or link (think article, blog, YouTube, etc.) to contact@multidynamicpr.com, don't be shy...we want to hear from you. If we select your story you will be notified in advance!



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ON TREND THIS MONTH

Galderma social campaign highlights the ups and downs of mask wearing for people with rosacea | FiercePharma

While mask mandates are slowly changing, you can definitely glean some important public relations tactics from Galderma's most recent social campaign, #RosaceaUnmasked, where the company is raising awareness about how mask wearing can make the skin problem, Rosacea, worse. This is a very traditional campaign I have used many times during my career and it WORKS. You can borrow some of the following tactics to support in your own public relations and marketing campaigns including:

- Align your campaign with a national observance, in this case Galderma launched their plan during Rosacea Awareness Month (April)
- Encourage people to share their experiences with selfies and videos on your social media forums, and don't forget to #createyourhashtag
- Reach key audiences by offering an educational series, in this case Galderma hosted a medical education series for healthcare professionals featuring medical experts from around the world

Building Belonging: 5 D&I Tactics That Make a Real Impact | HR Dive (industrydive.com)

Interested in bolstering your internal communications programs surrounding Diversity & Inclusion? Download Industrydive's 5 diversity & inclusion tactics that make an impact. James Fripp, Chief Equity & Inclusion Officer at Yum! Brands Inc., said it best:

"D&I has a very real impact for us as a brand because the customer experience will never exceed the team member experience. And if our team members are experiencing the very real pain of feeling like they do not belong, they will actually be physically and mentally unable to give our guests the experience we're committed to delivering. Creating space for discussions about diversity, inclusion and belonging invites people in and helps our people come to work as the best versions of themselves."

Phases of a successful virtual product launch - Think with Google

As you know, many product launches had little choice but to be launched online last year... and a few notable things happened. According to Google's Creative Work Team, a product launch is no longer a single one-time event. The article shared, "...in 2020 the most successful virtual product launches followed a pattern: a prelaunch, a launch event, and a post-launch follow-up". Interestingly, I've been using this formula for my clients for decades (well at least 2), but the article highlights the process for those interested in doing it themselves! Nice to see you at the table "Google Creative Work Team!

ON TREND THIS MONTH

Study: Gen Z values employers that prioritize employee mental health | HR Dive

If Interested in learning more about Gen Z for your campaigns or hiring practices? This article explores a recent report that found Gen Z's:

- Viewed workplaces that prioritize employee mental health as more authentic
- Are ambitious
- Expect to be promoted quickly
- Worry about job security and lack of career opportunities
- Are skeptical of the role of business

More Gen Zers now use TikTok than Instagram in the US - Insider Intelligence Trends, Forecasts & Statistics (emarketer.com)

Holding back on your TikTok social media plan...think again. Now might be the perfect time to utilize the app. According to the article, TikTok is slated to reach a pivotal milestone with regards to its youngest users. By the end of 2021, the app is likely to have a larger number of Gen Z users in the US than Instagram!!! Here are the stats: In the US (2021) the video app is projected to have 37.3 million Gen Z that access their accounts 1x per month; IG is projected to have less, with only 33 million users within the same demographic!

And sooooo....we come to the end of another informative newsletter made with the intent for you to learn, grow, and be inspired! Were you inspired...did you learn something new...let us know.

Remember, don't be shy. Reach out to us at **contact@multidynamicpr.com** with your stories for our newsletter, or questions about how we can help you!



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516-578-0057