



# An Introduction to Effective PR for Groups & Campaigns

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# What Warrior does.

- Creative PR campaigns
- Reactive and proactive PR
- Influencer campaigns
- Social media
- Events
- Internal comms
- Copywriting



# SERIOUS TISSUES.



# NOBL

# Who we work with.

We work with brands, businesses, NGOs, charities, CICs, political parties, anyone - as long as we believe in what they're doing and how they're doing it.

As a purpose-led agency, everything we do is about making a positive impact for people, and the planet.



# SERIOUS SOAPS.



Regenerating rainforests by listening to communities



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- **Know Your Audience:** Who are they and what media do they consume?
- **Timing Strategy:** Behind every successful campaign is a great strategy.
- **Set Up Your Socials:** Make sure you have the right channels for your audience.
- **Tell the Press:** Write a release. Include USPs/key messaging. Think about what's 'new'. Make it snappy/relevant/topical. Source your media contacts. Spend time on your pitch. Include high-res imagery (1-2MB). Send to Press. Send to Press again.
- **Tell the Press Something New:** Think about the assets you have; can you offer up anyone for interview, is there a story to be told – maybe a first of its kind/largest ever group or signature/celeb endorsement/big action etc



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- **Email:** Email your contacts to keep them up-to-date and to keep them engaged. Remember – what’s your CTA? Try a platform like Campaign Monitor/Mailchimp but also send the same email direct from your emails at a different time.
- **Ask:** Your members/helpers/volunteers to share your news/event on their socials.
- **Post:** On your own social channels asking friends to share.
- **Post:** In all relevant groups on FB/LI. Make a list and check them off.
- **Videos:** Outperform static posts on all channels so a video of you talking about the event will have a greater reach.



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- **Remember:** Tag, tag, tag. Tag anyone you can to increase reach on ALL your social posts. Also ###, #s are a great search tool.
- **Prepare:** If it is an event you're PRing, make sure you prep your post-event press release before your event.
- **Assets:** Make sure you have a Photography Brief so you get the images you need for a post-event release. You need full names and permission.
- **Tell the Press:** Send out your post-event release the DAY AFTER your event.
- **Share Success on Social:** Take lots of videos and images for content on the day and afterwards. Tagtastic and hashtastic!





Thanks so much for  
listening, feel free  
to ask me questions!

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