

ENGAGING MEDIA & AUDIENCES

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FOCUS AREAS

Media

Audiences

WHY ENGAGE MEDIA

- Increase brand awareness
- Build engaged audiences
- Advertise products and services to target audiences
- Sell products and services to target audiences
- Larger reach
- Relying on experts to spread the word

MEDIA OUTLETS TO ENGAGE

- Bloggers
- Vloggers
- TV
- Print
- Radio/Podcast
- Social media influencers
- Public media
- Partners



MEDIA ENGAGEMENT STRATEGY

- Create a media engagement plan
 - Research
 - Reach out
 - Follow up
 - Stay engaged
 - Repeat
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WHY ENGAGE AUDIENCES

- Increase brand awareness
- Build connection with supporters
- Advertise products and services
- Sell products and services

IDENTIFYING AUDIENCES

Who's engaged in your
artistry?

HOW TO ENGAGE AUDIENCES

Who?

What?

Where?

When?

Why?

How?

THE KEY TO ENGAGEMENT

Stay consistent

Maintain momentum

Cultivate partnerships and
relationships

Q&A



THANK YOU!

See ya December 8th!