



#SoloPR Transcript – 10/24/2012

1. What research do you do when pitching a client's business? How do you learn about the biz ahead of winning? [#solopr](#)
2. What is the next most valuable PR SM tool after Twitter, YouTube, Facebook & LinkedIn (and why)? [#solopr](#)
3. Have any of you had experience in PR/marketing for a product that you've created? How did you i.d. target markets? [#solopr](#)



SoloPR 1:59pm via TweetGrid.com

Time's up. Remember, we chat on the [#solopr](#) hashtag all week. Transcript will be up tomorrow. Thanks everyone for another great chat!



MuslimNewMedia 1:59pm via TweetChat

RT [@karensxim](#): Information may be abundant and free but ppl will still pay for trusted info, i.e. we still buy books, pay for classes [#solopr](#)



LoisMarketing 1:59pm via TweetDeck

[@KellyeCrane](#) A service such as biz coaching -- yes! -- What I referred to was paid endorsements/recommendations [@karensxim](#) [#soloPR](#)



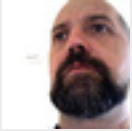
SoloPR 1:59pm via TweetGrid.com

LOL! RT [@PRjeff](#): Today's chat was so good I'm sure it'll cost \$ [#solopr](#)



karensxim 1:58pm via TweetChat

RT [@KellyeCrane](#):[@LoisMarketing](#) I think people will pay for info if value replaces the kind of biz coaching they would have paid for. [#solopr](#)



MuslimNewMedia 1:58pm via TweetChat

A3 and even though the product mix is evolving, i still find it difficult to pitch my own business on that front, too, lol #solopr



karensxim 1:58pm via TweetChat

Information may be abundant and free but ppl will still pay for trusted info, i.e. we still buy books and pay for classes #solopr



KellyeCrane 1:58pm via TweetDeck

@LoisMarketing But not just, here's how to do X, or here's what I think about Y. We're spoiled and want that for free now. #soloPR



KellyeCrane 1:57pm via TweetDeck

@LoisMarketing I think people will pay for info if value replaces the kind of biz coaching they would have paid for. #solopr



mdbarber 1:57pm via TweetChat

Really great chat today folks. So enjoy spending my hour with you all. Enjoy the day wherever you are. See you next week. #solopr



LoisMarketing 1:57pm via TweetDeck

There should be a stability to your client's media mix. Yes another resource, another contact here but focus on core reach #soloPR



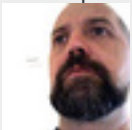
KristK 1:56pm via TweetGrid.com

RT @LoisMarketing: We won't hear a peep from "Angie's List" 6 months from now. Companies foolish to follow that model #solopr



PRjeff 1:56pm via TweetChat

Today's chat was so good I'm sure it'll cost \$ RT @cloudspark: missed... thankful @SoloPR posts the transcript so i can learn later. #solopr



MuslimNewMedia 1:55pm via TweetChat

A3 if its a service, research can always be ongoing -- fine tune what works and what doesnt. My PR mix is always evolving. #solopr



SoloPR 1:55pm via TweetGrid.com

MT @jgombita: I'd suggest #solopr pros Circle (former HS teacher) @marktraphagen & read his #WMN G+ monthly column windmillnetworking.com/author/mark-tr...



LoisMarketing 1:55pm via TweetDeck

We won't hear a peep from "Angie's List" 6 months from now. Companies foolish to follow that model #soloPR A3



SoloPR 1:54pm via TweetGrid.com

Link: bit.ly/w1ngc RT @karensxim A3 Before creation tools such as Porter's Five Forces can be helpful in developing strategy #solopr



LoisMarketing 1:54pm via TweetDeck

The idea of paying for info on a product or subject is so antiquated. Those types of "paid" sites will continue to disappear #soloPR a3



cloudspark 1:54pm via web

missed #solopr this week. thankful that @SoloPR posts the transcript so i can learn later.



karensxim 1:54pm via TweetChat

A3: Adding on to @KellyeCrane, be careful not to fall so in love with your own ideas that you don't listen to advice #solopr



mdbarber 1:54pm via TweetChat

Smart! RT @MuslimNewMedia: A3 ...im hiring out PR for the [music] CD. Cant wrap my head around it, cobblers children syndrome #solopr

karensxim 1:53pm via TweetChat

Yes RT @KellyeCrane: A3: Build a group of trusted advisors, and run your product and ideas by them. Give free access in return. #solopr

SoloPR 1:53pm via TweetGrid.com

Good idea! RT @MuslimNewMedia: A3 ...im hiring out PR for the [music] CD. Cant wrap my head around it, cobbler's children syndrome #solopr

karensxim 1:53pm via TweetChat

@MuslimNewMedia Smart move! We can be so close to our own prods/svcs that we miss the mark, hiring an obj. 3rd party good idea #solopr

KristK1:53pm via TweetGrid.com

RT @KellyeCrane: A3: Build a group of trusted advisors, and run your product and ideas by them. Give free access in return. #solopr

KellyeCrane1:52pm via TweetDeck

A3: Build a group of trusted advisors, and run your product and ideas by them. Give free access in return. #solopr

karensxim1:52pm via TweetChat

A3: Before creation tools such as Porter's Five Forces can be helpful in developing strategy #solopr

SoloPR1:51pm via TweetGrid.com

Truth -> RT @karensxim: A3: Should also add that I would hope research has been done BEFORE product creation #solopr

MuslimNewMedia1:51pm via TweetChat

A3 dont know if music counts, but im hiring out that PR for the CD. Cant wrap my head around it, cobbler's children syndrome #solopr

SoloPR1:51pm via TweetGrid.com

You all are right that this Q isn't really different, but I think our Q asker finds it more difficult when it's one's own thing! #solopr

jgombita1:51pm via web

@SoloPR I'd suggest #solopr practitioners Circle (former HS teacher) @marktraphagen & read his #WMN G+ monthly columnwindmillnetworking.com/author/mark-tr...

LoisMarketing1:50pm via TweetDeck

RT @karensxim: A3: Should also add that I would hope research has been done BEFORE product creation #solopr

karensxim1:50pm via TweetChat

RT @KellyeCrane: Its hard to get people to pay for info(so much is free) -does your offering have value not found elsewhere? How?#solopr

KellyeCrane1:49pm via TweetDeck

A3: It's hard to get people to pay for info(so much is free) -does what you're offering have value not found elsewhere? How? #solopr

IamKupa1:49pm via web

pun dat #soloPR bration

karensxim1:49pm via TweetChat

A3: Should also add that I would hope research has been done BEFORE product creation #solopr

PRjeff1:48pm via TweetChat

@LoisMarketing Of course, PR always trumps every other promotional discipline out there. (This tweet is certified unbiased.) #solopr

MuslimNewMedia1:48pm via TweetChat

joining in super late, hi all! #solopr

KellyeCrane 1:48pm via TweetDeck

A3: Also important to make sure you don't have "a solution in search of a problem." Is it needed? How compare to competition? #solopr

karensxim 1:48pm via TweetChat

@PRjeff Ha! Thanks for the title upgrade, I like it! #solopr



KristK 1:47pm via TweetGrid.com

RT @SoloPR: Q3: Have you had experience in PR/marketing for a product that you've created? How did you i.d. target markets? #solopr



PRjeff 1:47pm via TweetChat

Professor Swim strikes again! RT @karensxim: A3: The process 4 researching & developing mkt plan does not change, regardless of...#solopr



SoloPR 1:47pm via TweetGrid.com

RT @karensxim: A3 The process for researching & developing marketing plan does not change, regardless of who created the product/svc #solopr



mdbarber 1:47pm via TweetChat

Exactly. The process should be the same. It's just the client who's different. RT @PRjeff: A3: Sounds like were back 2 Q1: Research!#solopr



akenn 1:46pm via TweetChat

Agree with @karensxim and @PRjeff...unless there's something diff from question that I'm not understanding #soloPR



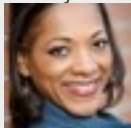
SoloPR 1:46pm via TweetGrid.com

@jgombita That's true- the ans is "it depends." I know you like G+ -have you seen click-thru stats you can share? #solopr



LoisMarketing 1:46pm via TweetDeck

I say this with chuckle since I work in marketing and PR, but many times PR best in helping co define and readily reach target mkt!#soloPR



karensxim 1:46pm via TweetChat

Exactly! RT @SoloPR: Q3 would probably also apply to products you didnt create yourself, FYI. #solopr



karensxim 1:46pm via TweetChat

Exactly! RT @PRjeff: A3: Sounds like were back to Q1: Research!#solopr



karensxim 1:45pm via TweetChat

A3: The process for researching and developing marketing plan does not change, regardless of who created the product/service #solopr



KellyeCrane 1:45pm via TweetDeck

A3: If you've created a product related to your own expertise, your prof network is the place to start. #solopr

PRjeff 1:45pm via TweetChat

A3: Sounds like we're back to Q1: Research! #solopr

LoisMarketing 1:45pm via TweetDeck

I wish I could share full story but can't due to confidentiality agreements. In both cases, very distinct target markets #soloPR A3

PRjeff 1:45pm via TweetChat

A3: For years I used to heavily promote wife's storytelling biz. Placed news stories & sent direct mail to schools, libraries, etc #solopr

SoloPR 1:44pm via TweetGrid.com

Q3 would probably also apply to products you didn't create yourself, FYI. #solopr

JGHRelations 1:43pm via Twitter for iPhone

RT @SoloPR: Q3: Have any of you had experience in PR/marketing for a product that you've created? How did you i.d. target markets?#solopr

SoloPR 1:43pm via web

@PRjeff @LoisMarketing So many people extrapolate the way they use tools/networks to others, which is a mistake. #solopr

mdbarber 1:43pm via TweetChat

RT @SoloPR: Q3: Have any of you had experience in PR/marketing for a product that youve created? How did you i.d. target markets?#solopr

SoloPR 1:42pm via TweetGrid.com

Q3: Have any of you had experience in PR/marketing for a product that you've created? How did you i.d. target markets? #solopr

MarketingMel 1:41pm via TweetDeck

@JGHRelations @karensxim See previous comment about women influencing purchasing decision! #soloPR

SoloPR 1:41pm via TweetGrid.com

Great stuff, everyone! Q3 is coming up... [#solopr](#)

LoisMarketing 1:40pm via TweetDeck

RT [@karensxim](#): Well said! RT [@PRjeff](#) [@LoisMarketing](#) Yes, must avoid the disease, "marketing myopia." [#solopr](#)

karensxim 1:40pm via TweetChat

Well said! RT [@PRjeff](#) [@LoisMarketing](#) Yes, must avoid the disease, "marketing myopia." [#solopr](#)

karensxim 1:39pm via TweetChat

[@LoisMarketing](#) Hi Lois! I love that you all are smart enough to get my drift even when my fingers fail to properly communicate! [#solopr](#)

PRjeff 1:39pm via TweetChat

[@LoisMarketing](#) Yes, must avoid the disease, "marketing myopia." [#solopr](#)

JGHRelations 1:39pm via HootSuite

It would have to be, it's too much of a potential audience...for the right clients. [@karensxim](#) cc [@KellyeCrane](#) [@PRjeff](#) [@MarketingMel](#) [#solopr](#)

PRjeff 1:38pm via TweetChat

RT [@LoisMarketing](#): Must embrace all, keep a big picture focus 2 determine the best channels for each client. Cant have tunnel vision [#solopr](#)

SoloPR 1:38pm via web

[@jgombita](#) [@mdbarber](#) FYI- Question was, "after Twitter, YouTube, Facebook & LinkedIn (and why)?" [#solopr](#)

LoisMarketing 1:38pm via TweetDeck

[@karensxim](#) "Best" was good! I understood :) Hi you! [#soloPR](#)



karensxim 1:38pm via TweetChat

[@mdbarber](#) My brain and fingers are not playing nicely today ;-)[#solopr](#)



3HatsComm 1:38pm via TweetDeck

Well. Said. Co-signed. RT [@karensxim](#): that's why the pros stand out from the "tool jockeys" :-)[#solopr](#)



SarahSkerik 1:38pm via HootSuite

RT [@karensxim](#): Line from tv show: "Twitter is stupid and instagram is for people who can't read." [#solopr](#)



LoisMarketing 1:38pm via TweetDeck

Must embrace all, keep a big picture focus in order to determine the best channels for each client. Can't have tunnel vision [#soloPR](#)



karensxim 1:37pm via TweetChat

RT @mdbarber: Answers to this q are reminder of why strategy, goals & targets r important. SM definitely not one size fits all. #solopr



MarketingMel 1:37pm via TweetDeck

Will have to duck out for a meeting soon. So great to chat with my#soloPR peeps today!



mdbarber 1:37pm via TweetChat

@karensxim I didn't think you did. I know what you meant. #solopr



karensxim 1:37pm via TweetChat

@3HatsComm No kidding but that's why the pros stand out from the "tool jockeys" :-) #solopr



akenn 1:37pm via TweetChat

And can change rapidly RT @3HatsComm...Damn, all this strategy is work :-) #soloPR



mdbarber 1:37pm via TweetChat

A2 Answers to this question are another reminder of why strategy, goals & targets r important. SM definitely not one size fits all. #solopr



karensxim 1:37pm via TweetChat

@mdbarber I meant not to confuse "best" with biggest, sheesh my blood sugar must be low! #solopr



MarketingMel 1:36pm via TweetDeck

@JGHRelations I have wondered the same thing about men/visuals but women *love* @Pinterest!
cc:@PRjeff @KellyeCrane@karensxim #soloPR

karensxim 1:36pm via TweetChat

@PRjeff Ha! In the U.S. anyway. cc @KellyeCrane #solopr

3HatsComm 1:36pm via TweetChat

@karensxim ITA not 'best' - right medium/channel, right message, right time for right audience. Damn, all this strategy is work. :-)#solopr

mdbarber 1:36pm via TweetChat

Exactly/ RT @karensxim: A2: Key is to not define "best" channel with biggest channel; best will depend on co's goals & audience #solopr

KellyeCrane 1:36pm via TweetDeck

@mbarber Love that you have your own teen focust group! #solopr

LoisMarketing 1:35pm via TweetDeck

It's easy for #soloPR pros to lapse into personal preferences not caring for one medium or another. Must escape that, aware of all#soloPR

akenn 1:35pm via TweetChat

@mbarber oh yes #soloPR

karensxim 1:35pm via TweetChat

@JGHRelations I had the same thought and I wonder if it has to do with how it is marketed cc @KellyeCrane @PRjeff @MarketingMel#solopr

mbarber 1:35pm via TweetChat

@3HatsComm Yeah...doesn't work so well around here. Ol' eagle eyes is watching. ;-) #solopr

KellyeCrane 1:35pm via TweetDeck

@JGHRelations Some have hypothesized that it's just how Pinterest started & then grew in the U.S. c. @PRjeff @MarketingMel #solopr

KristK 1:34pm via TweetGrid.com

RT @karensxim: A2: I think the key is to not define "best" channel with biggest channel; best will depend on co's goals & audience #solopr

mbarber 1:34pm via TweetChat

@akenn But that's why it's important to monitor it regularly, don't you think? #solopr

PRjeff 1:34pm via TweetChat

So if SM had genders, it would be Ms. Pinterest? RT @karensxim: @KellyeCrane Wow, that is interesting about Pinterest and gender#solopr

akenn 1:34pm via TweetChat

@SoloPR @LandrysInc @cubanalaf how do they contact anonymous posters? #soloPR

karensxim 1:34pm via TweetChat

Line from tv show: "Twitter is stupid and instagram is for people who can't read." #solopr

KellyeCrane 1:34pm via TweetDeck

@cubanalaf @akenn Sounds like a great strategy - thanks for sharing, Lauren! #solopr

JGHRelations 1:34pm via HootSuite

@KellyeCrane @PRjeff @MarketingMel Seems odd that guys don't "get" Pinterest since we are supposed to be more visual than women...#solopr

3HatsComm 1:34pm via TweetDeck

@mbarber I know that's why many use Twitter, they can be anon and not have to worry about friending dad or Aunt Sue. #solopr

akenn 1:34pm via TweetChat

@mdbarber @karensxim but Yelp doesn't have good way to deal with false negative comments (e.g. left by mean competitors) #soloPR



LoisMarketing 1:33pm via TweetDeck

RT @karensxim: A2: I think the key is to not define "best" channel with biggest channel, best will depend on co's goals & audience #soloPR



SoloPR 1:33pm via TweetGrid.com

RE: @Landryslnc RT @cubanalaf We respond privately vs. public commentary. We connect them w/ GMs via phone, invite them back in, etc #soloPR



karensxim 1:33pm via TweetChat

A2: I think the key is to not define "best" channel with biggest channel, best will depend on co's goals & audience #soloPR



PRjeff 1:33pm via TweetChat

@MarketingMel Oooh... better dive into Pinterest then! #soloPR



LoisMarketing 1:32pm via TweetDeck

@SoloPR @mdbarber Yet young to middle-aged women -- key consumers -- are very engaged in FB. Must measure each SM. #soloPR



mdbarber 1:32pm via TweetChat

@3HatsComm and to hide from watching adults. Not that mine are! #soloPR



karensxim 1:32pm via TweetChat

@KellyeCrane Wow, that is interesting about Pinterest and gender #soloPR



MarketingMel 1:32pm via TweetDeck

@KellyeCrane @PRjeff I heard the same thing. We need to ask @mediacoach if British guys love @Pinterest? #soloPR



mdbarber 1:32pm via TweetChat

RT @KellyeCrane: Saw interesting stat lately that the gender bias on Pinterest is less pronounced outside N. America. #soloPR



SoloPR1:32pm via TweetGrid.com

MT @mbarber: Instagram is big with my teens. I agree they seem to be less interested in FB. They use the channels differently... #solopr



karensim1:31pm via TweetChat

Pardon the typo @mbarber @akenn #solopr



3HatsComm1:31pm via TweetChat

Exactly, mix it up to keep it w/in their circles. RT @mbarber: my teens.. They use the channels differently. #soloPR

mbarber1:31pm via TweetChat

@karensim I'm glad Yelp is addressing it. So wrong! #solopr

PRjeff1:31pm via TweetChat

RT @KellyeCrane: A2: For most B2C companies, I believe the answer (today) is Pinterest, b/c of the level of interest and traffic. #solopr

KellyeCrane1:31pm via TweetDeck

@ PRjeff @MarketingMel Saw interesting stat lately that the gender bias on Pinterest is less pronounced outside N. America. #solopr

mbarber1:31pm via TweetChat

RT @akenn: Yes, Instagram=Facebook for Tweens RT @KellyeCraneA2: For orgs targeting young demo, Instagram and/or Tumblr can be big #solopr

KristK1:31pm via TweetGrid.com

RT @3HatsComm: some businesses live or die via review sites (Yelp, TripAdvisor) so yes, PR needs to be on that #solopr

mbarber1:31pm via TweetChat

RT @akenn: @KristK Yelp can be great place to start with research (per Q1) #solopr

akenn1:30pm via TweetChat

@KellyeCrane that's interesting-would love to hear more about their responses. I typically counsel clients NOT to respond #soloPR

LoisMarketing1:30pm via TweetDeck

Businesses and their PR advisors MUST return to seeing social media as part of a wise media mix. Stop focusing so much on them. #soloPRA2

MarketingMel1:30pm via TweetDeck

Often overlooked I agree! RT @3HatsComm: A2 Google+ -- because of the SEO. #soloPR

karensim1:30pm via HootSuite

[@mdbarber](#) [@akenn](#) It is completely unethical and Yelp is addressing. One of the differentiator of sites like Angie's List [#soloPR](#)

KristK 1:30pm via TweetGrid.com

RT [@akenn](#): Yes, Instagram=Facebook for Tweens RT [@KellyeCraneA2](#): For orgs targeting young demo, Instagram and/or Tumblr can be big [#soloPR](#)

akenn 1:30pm via TweetChat

[@KristK](#) Yelp can be great place to start with research (per Q1)[#soloPR](#)

KellyeCrane 1:30pm via TweetDeck

[@akenn](#) Recently listened to a podcast w/[@cubanalaf](#) and [@jaybaer](#), and 1st thing they do in the morn at [@landrys](#) is respond to Yelp.[#soloPR](#)

3HatsComm 1:30pm via TweetChat

[@akenn](#) Was just saying how some businesses live or die via review sites (Yelp, TripAdvisor) so yes, PR needs to be on that. [#soloPR](#)

mdbarber 1:29pm via TweetChat

[@jgombita](#) no one said it was "the" most valuable but it's definitely in the top five. Can't argue that. [#soloPR](#)

MarketingMel 1:29pm via TweetDeck

[@PRjeff](#) Smart PR guys like you would understand [@Pinterest](#) but not all guys do [#soloPR](#) and [@SoloPR](#) is right, depends on target

akenn 1:29pm via TweetChat

Yes, Instagram=Facebook for Tweens RT [@KellyeCraneA2](#): For companies targeting a young demo, Instagram and/or Tumblr can be big [#soloPR](#)

PRjeff 1:29pm via TweetChat

Interesting choice of fertilizers... RT [@KristK](#): Bananas are lovely, especially with ice cream, choc sauce and whipped cream. [#soloPR](#)

mdbarber 1:29pm via TweetChat

Instagram is big with my teens. I agree they seem to be less interested in FB. They use the channels differently; hard to stay up. [#soloPR](#)



KristK 1:28pm via TweetGrid.com

[@akenn](#) Businesses are amazed when I show them their reviews on Yelp. Most don't realize it's more than restaurants, retail [#soloPR](#)



jgombita 1:28pm via web

[@SoloPR](#) who decided Twitter was the "most valuable PR SM tool?" It's easy to implement, yes, but also crowded field/stream of info.[#soloPR](#)



LoisMarketing 1:28pm via TweetDeck

Businesses are weakening their effectiveness in traditional channels by chasing "easy" leads online. Time to catch a breath! [#soloPR A2](#)



PRjeff 1:28pm via TweetChat

So can PR guys comprehend it?? RT @MarketingMel: A2 Pinterest... Its women dominated and women influence purchase decisions#solopr



Trace_Cohen 1:28pm via TweetDeck

@SoloPR Pinterest bc it's visually appealing and easy to use / Your blog for content marketing and thought leadership #SoloPR



mdbarber 1:28pm via TweetChat

Saw that. Seems a bit unethical! RT @karensxim: @akenn Interesting story Sunday about how biz owners are paying for reviews on Yelp#solopr



akenn 1:28pm via TweetChat

Yes, back to basics. Time to give blogs more attn! RT @3HatsCommA1 Your blog.. b/c it's yours. #soloPR



KristK 1:28pm via TweetGrid.com

RT @akenn: A2. Yelp is soc med tool (not new) that keeps many business owners up at night. Don't think PR has cracked it tho. #solopr



SoloPR 1:28pm via TweetGrid.com

Yes RT @akenn: A2. Yelp is soc med tool (not new) that keeps many business owners up at night. Don't think PR has cracked it tho. #solopr



SoloPR 1:27pm via TweetGrid.com

Great pt! RT @karensxim: A2: Forums and community sites are often overlooked but so valuable in connecting with targeted audience#solopr



KristK 1:27pm via TweetGrid.com

RT @KellyeCrane: A2: For companies targeting a young demo, Instagram and/or Tumblr can be big (I think FB is losing the young'uns)#solopr

3HatsComm 1:27pm via TweetChat

A2 Google+ -- because of the SEO. #soloPR

KristK 1:27pm via TweetGrid.com

@PRjeff Bananas are lovely, especially with ice cream, choc sauce and whipped cream. #solopr

mdbarber1:26pm via TweetChat

A2 - local search and all the pieces involved with it are becoming increasingly important...yelp, foursquare, google review, etc. [#solopr](#)

KellyeCrane1:26pm via TweetDeck

A2: For companies targeting a young demo, Instagram and/or Tumblr can be big (I think FB is losing the young'uns) [#solopr](#)

karensxim1:26pm via TweetChat

[@akenn](#) Interesting story on Sunday about how biz owners are paying for reviews on Yelp [#solopr](#)

LoisMarketing1:26pm via TweetDeck

Marketers tend to be overly in love with SoMe. I think a sharp PR eye can help company refocus efforts/resources in best channels [#soloPRA2](#)

JGHRelations1:26pm via HootSuite

A2: A tool for the tools is Hootsuite. Can combine SM choices into one place, allows for scheduling and delegated users. [#solopr](#)

3HatsComm1:26pm via TweetChat

A1 Your blog.. b/c it's yours. [#soloPR](#)

mdbarber1:26pm via TweetChat

RT [@akenn](#): A2. Yelp is soc med tool (not new) that keeps many business owners up at night. Dont think PR has cracked it tho. [#solopr](#)

mdbarber1:25pm via TweetChat

RT [@LoisMarketing](#): For B2B (& many B2C) smart & secure internal social media can streamline communications and processes. [#soloPRA2](#) [#solopr](#)

akenn1:25pm via TweetChat

A2. Yelp is soc med tool (not new) that keeps many business owners up at night. Don't think PR has cracked it tho. [#soloPR](#)

KristK1:25pm via TweetGrid.com

A2: Reminds me of [#SPRF2012](#) conv: don't get so caught up in sharing your story that you fail to realize you have nothing to say.[#solopr](#)

mdbarber1:25pm via TweetChat

Great point: RT [@karensxim](#): A2: Forums and community sites are often overlooked but so valuable in connecting with targeted audience[#solopr](#)

LoisMarketing1:25pm via TweetDeck

For B2B (and many B2C) smart and secure internal social media can streamline communications and processes. [#soloPR](#) A2

PRjeff1:25pm via HootSuite

And now for a special cameo from my diet-friendly banana plants. RT [@KellyeCrane](#): [@KristK](#) I need to get on that diet thing. [#soloPR](#)...

karensxim1:24pm via TweetChat

A2: Forums and community sites are often overlooked but so valuable in connecting with targeted audience [#soloPR](#)

mdbarber 1:24pm via TweetChat

Pinterest, Quora, Google+ are all important...depending on what you're trying to do, and who the audience is. [#soloPR](#)

KellyeCrane 1:24pm via TweetDeck

Yes, it does. RT [@mdbarber](#): A2 -- Doesn't it depend on the client and what they are trying to do? Who they are trying to reach? [#soloPR](#)

KellyeCrane 1:24pm via TweetDeck

A2: For most B2C companies, I believe the answer (today) is Pinterest, because of the level of interest and traffic. [#soloPR](#)



KristK 1:24pm via TweetGrid.com

RT [@MarketingMel](#): A2 Pinterest is and will be more and more valuable. It's women dominated and women influence purchase decisions [#soloPR](#)



LoisMarketing 1:24pm via TweetDeck

When and where it fits, Pinterest. Overall, businesses and their advisors need to take a wiser more balanced approach to SoMe. [#soloPR](#) A2



karenswim 1:23pm via TweetChat

RT [@SoloPR](#): Q2: What is the next most valuable PR SM tool after Twitter, YouTube, Facebook & LinkedIn (and why)? [#soloPR](#)



KristK 1:23pm via TweetGrid.com

RT [@SoloPR](#): Q2: What is the next most valuable PR SM tool after Twitter, YouTube, Facebook & LinkedIn (and why)? [#soloPR](#)



MarketingMel 1:23pm via TweetDeck

A.2 I think Pinterest is and will grow to be more and more valuable. It's women dominated and women influence purchase decisions. [#soloPR](#)



MichaelWillett 1:22pm via web

RT [@KellyeCrane](#): RT [@SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it)



mdbarber 1:22pm via TweetChat

RT @KristK: A1: Focus on what keeps decision-makers up at night. Its not the centerpieces at the party. #solopr



mdbarber 1:22pm via TweetChat

A2 -- Doesn't it depend on the client and what they are trying to do? Who they are trying to reach? #solopr



SoloPR 1:22pm via TweetGrid.com

RT @karensxim: Absolutely! RT @PRjeff: A1: Must know USP. Then connect newshooks to it. #solopr



KristK 1:22pm via TweetGrid.com

A1: Focus on what keeps decision-makers up at night. It's not the centerpieces at the party. #solopr



mdbarber 1:22pm via TweetChat

RT @SoloPR: Q2: What is the next most valuable PR SM tool after Twitter, YouTube, Facebook & LinkedIn (and why)? #solopr

LoisMarketing 1:22pm via TweetDeck

Probe from the inside to identify how you can help the business .. then provide the outside view once you've won it. #soloPR

SoloPR 1:21pm via TweetGrid.com

Q2: What is the next most valuable PR SM tool after Twitter, YouTube, Facebook & LinkedIn (and why)? #solopr

mdbarber 1:21pm via TweetChat

A1 - Most valuable perspective we offer is from the outside looking in, but we still need to understand their biz. Great answers! #solopr

karensxim 1:21pm via TweetChat

Love RT @KellyeCrane: Or, we could come as we are. :-) RT @akenn: @KellyeCrane @KristK me too. Can we power walk & talk in ATL? #solopr

SoloPR 1:20pm via TweetGrid.com

Some really great tips on Q1 - thanks all! Q2 is up next... #solopr

KristK 1:20pm via TweetGrid.com

@akenn At same time? gotta start practicing for that. #solopr

karensxim 1:20pm via TweetChat

RT @KristK: A1: @mdbarber Sometimes being on outside looking in helps uncover opps Read industry, trade pubs, not just their coverage #solopr

LoisMarketing 1:20pm via TweetDeck

Definitely review past press, website, etc. But remember the pain points are internal, not external, in client's eye. Ask THEM. #soloPR A1

KellyeCrane 1:20pm via TweetDeck

Or, we could come as we are. :-) RT @akenn: @KellyeCrane @KristKme too. Can we power walk & talk in ATL? #soloPR

KristK 1:20pm via TweetGrid.com

RT @LoisMarketing: Most powerful question to a prospective client can be: "Why am I here? What led you to consider a new advisor?" #soloPR

karensxim 1:20pm via TweetChat

Absolutely! RT @PRjeff: A1: Must know USP. Then connect newshooks to it. #soloPR

karensxim 1:19pm via TweetChat

A1: When I was in sales I walked into clients educating them on competitive threats, opportunities, instant credibility & rapport #soloPR

KellyeCrane 1:19pm via TweetDeck

A1: One final tip: If you're in a competitive situation, be careful about suddenly "liking" the client on FB (others will see). #soloPR

JGHRelations 1:19pm via HootSuite

JG (Greg) Hanks here. Missed way too many weeks. Need a dose of you guys/gals rapid fire knowledge. Sorry I'm late. #soloPR

akenn 1:19pm via TweetChat

@KellyeCrane @KristK me too. Can we power walk & talk in ATL? #soloPR

PRjeff 1:19pm via TweetChat

A1: Must know USP. Then connect newshooks to it. #soloPR

KristK 1:18pm via TweetGrid.com

A1: @mbarber Sometimes being on the outside looking in helps uncover opps. Read industry, trade pubs, not just their coverage. #soloPR

mbarber 1:18pm via TweetChat

Love: MT: LoisMarketing Ask prospective client interview can be, "Why am I here? What led you to consider a new advisor?" #soloPR

KellyeCrane 1:18pm via TweetDeck

@KristK You are so funny! I need to get on that diet thing. #soloPR



PRjeff 1:17pm via TweetChat

Brilliance! RT @karensxim: A1: Doing your homework prepares u 2 ask good qs of client. Should have knowledge in adv. of first convo #soloPR



MarketingMel 1:17pm via TweetDeck

Yes! RT @karensxim RT @mbarber: Sometimes I'll do a survey among friends to learn biz impressions. Anyone else do that? #soloPR



LoisMarketing 1:17pm via TweetDeck

Most powerful question in a prospective client interview can be, "Why am I here? What led you to consider a new advisor?" #soloPR A1



KristK 1:17pm via TweetGrid.com

Brilliant approach! RT @mdbarber: Sometimes I'll do a survey among friends to learn biz impressions. #solopr



KellyeCrane 1:17pm via TweetDeck

A1: Following on what @Trace_Cohen said, rsch can also incl corporate culture and the background of execs. #solopr



mdbarber 1:16pm via TweetChat

This seems critical. But how? RT @KristK: A1: Try to uncover issues, opps client may b unaware of. Look beyond where theyre looking.#solopr



KristK 1:16pm via TweetGrid.com

RT @karensxim: A1: Doing your homework prepares you to ask good questions of the client. You should have knowledge b4 first convo#solopr



mdbarber 1:16pm via TweetChat

Exactly. RT @PRjeff: A1: Research is so vital. I focus on a SWOT & competitive analysis. Must define key points of differentiation. #solopr



SoloPR 1:16pm via TweetGrid.com

MT @akenn: A1. I work with several clients who are in the same industry (but not direct comp). Helps me know what to ask #solopr



LoisMarketing 1:15pm via TweetDeck

Remember that you're not trying to direct a sale, you're gleanig information. Ask very open questions of clients/staff #soloPR A1



KristK 1:15pm via TweetGrid.com

@KellyeCrane: I'm already on a diet! 2013 is gonna ROCK!

@MarketingMel @PRjeff @3HatsComm @karensxim @mdbarber#solopr

mdbarber1:15pm via TweetChat

RT @KristK: A1: Add potential clients to your monitoring efforts (paid svcs or Google Alerts) to gauge current coverage. #solopr

karensxim1:15pm via TweetChat

Great point! RT @mdbarber: Sometimes I'll do a survey among friends to learn biz impressions. Anyone else do that? #solopr

mdbarber1:14pm via TweetChat

@KellyeCrane hope to come to ATL as well. Have to hold off for right now though; family stuff. #solopr

karensxim1:14pm via TweetChat

A1: Doing your homework prepares you to ask good questions of the client. You should have knowledge in adv. of that first convo. #solopr

SoloPR1:14pm via TweetGrid.com

Yes! RT @KristK: A1: Try to uncover issues, opps client may be unaware of. Look beyond where they're looking. #solopr

Trace_Cohen1:14pm via TweetDeck

@SoloPR I want to know the small things that make them tick, that only someone passionate about that industry would know #SoloPR

SoloPR1:14pm via TweetGrid.com

RT @karensxim: A1: Research is critical. I visit their site to read messaging, news, blogs; do a quick brand/reputation audit #solopr

mdbarber1:14pm via TweetChat

Sometimes I'll do a survey among friends to learn biz impressions. Anyone else do that? #solopr

LoisMarketing1:14pm via TweetDeck

Good to look at past press and PR effort ... but what was the disconnect? Why are you on-scene now? Talk to internal contacts#soloPR A1

KristK1:14pm via TweetGrid.com

A1: Try to uncover issues, opps client may be unaware of. Look beyond where they're looking. #solopr

SoloPR1:13pm via TweetGrid.com

RT @LoisMarketing: I spend time talking 1 to 1 with client's internal sources for prior press and other PR contact... #solopr

3HatsComm1:13pm via TweetChat

A1 Good old fashioned research; start w/ what they're doing (web, print, pd/earned media), look at market, competition, industry. #soloPR

SoloPR1:13pm via TweetGrid.com

RT @PRjeff: A1: Research is so vital. I focus on a SWOT & competitive analysis. Must define key points of differentiation. #solopr

SoloPR1:12pm via TweetGrid.com

RT @KristK: A1: Add potential clients to your monitoring efforts (paid svcs or Google Alerts) to gauge current coverage. #solopr

akenn1:12pm via TweetChat

A1. I work with several clients who are in the same industry (but not direct comp). Helps me know what to ask, where to look [#soloPR](#)

PRjeff1:12pm via TweetChat

yep! RT [@karensxim](#): A1: Research is critical. I visit their site to read messaging, news, blogs; do a quick brand/reputation audit [#solopr](#)

LoisMarketing1:12pm via TweetDeck

Best research is to spend time talking within rather than working without. Your best insights and best "bridges" [#soloPR](#) A1

KellyeCrane1:12pm via TweetDeck

A1: When a prospect is looking for help, often their own assessments are off. Providing counsel from the get-go works well. [#solopr](#)

PRjeff1:12pm via TweetChat

A1: Also news media audit & take temperature of corp. culture. [#solopr](#)



karensxim1:12pm via TweetChat

RT [@KellyeCrane](#): A1: One of my fave tricks is to look at prospects competitors- how are they positioned? Better or worse? [#solopr](#)



Trace_Cohen1:12pm via TweetDeck

Hi Trace Cohen of [@Launch_it](#) from NYC here! [#SoloPR](#)



karensxim1:12pm via TweetChat

A1: Research is critical. I visit their site to read messaging, news, blogs; do a quick brand/reputation audit [#solopr](#)



KellyeCrane1:11pm via TweetDeck

[@MarketingMel](#) [@PRjeff](#) [@3HatsComm](#) [@karensxim](#) [@mdbarber](#)[@KristK](#) Hope ya'll can come to ATL in Feb and save seats for realz. :-)[#soloPR](#)



SandraSays1:11pm via HootSuite

How Do You Afford To Start A Business? [ow.ly/ei6a7](#) [#solopreneur](#)[#solopr](#) <-- 1. Get out of debt and reduce your outgoing...



PRjeff1:11pm via TweetChat

PRjeff 1:08pm via TweetChat

@MarketingMel Got a seat up front I saved for you... #solopr

KellyeCrane 1:08pm via TweetDeck

RT @SoloPR: Q1: What research do you do when pitching a client's business? How do you learn about the biz ahead of winning? #solopr

mdbarber 1:08pm via TweetChat

RT @SoloPR: Q1: What research do you do when pitching a clients business? How do you learn about the biz ahead of winning? #solopr

KristK 1:08pm via TweetGrid.com

RT @SoloPR: Q1: What research do you do when pitching a client's business? How do you learn about the biz ahead of winning? #solopr

MarketingMel 1:07pm via TweetDeck

@karensxim @mdbarber @3HatsComm @PRjeff @KristK Waving from the back of the room! #soloPR

SoloPR 1:07pm via TweetGrid.com

Q1: What research do you do when pitching a client's business? How do you learn about the biz ahead of winning? #solopr

karensxim 1:07pm via TweetChat

Happy Wednesday everyone: it's a busy one here but glad to take a break with all of you! #solopr

mdbarber 1:06pm via TweetChat

@PRjeff Hi Jeff. We're in cool weather mode as well. It's all relative...15' this morning. #solopr



SoloPR 1:06pm via TweetGrid.com

Glad to see a great group of chat veterans gathering today! Newbies, don't be shy - Q1 is up next... #solopr



SoloPR 1:05pm via TweetGrid.com

I'm not coord. enough to dine Al desko & also run chat RT @akenn: Gotta grab my lunch so I can eat "al desko" during #soloPR chat!#solopr



3HatsComm 1:04pm via TweetDeck

Heh. RT @akenn: Gotta grab my lunch so I can eat "al desko" during#soloPR chat!



PRjeff 1:04pm via TweetChat

Happy mid-week to all from #Phx where the weather is finally tolerable (80s). #solopr



KristK 1:04pm via TweetGrid.com

Hello #solopr pals! Kristie here from the MS Gulf Coast. (20 years exp, 8 as indy, APR, PR prof)



KellyeCrane 1:04pm via TweetDeck

Hi everyone: I'm having a fun week - getting to focus on #soloprcontent and the summit!



MarketingMel 1:03pm via TweetDeck

RT @KellyeCrane: RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields.



KristK 1:03pm via TweetGrid.com

RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more)#solopr



akenn 1:03pm via web

Gotta grab my lunch so I can eat "al desko" during #soloPR chat!



mdbarber 1:03pm via TweetChat

Good morning all. Happy to join today. Mary from Anchorage, AK;12 years as solo. Lots more as PR pro #solopr



SoloPR 1:02pm via TweetGrid.com

We have room for more Qs today, so send yours to @KellyeCrane without the hashtag (or DM), and we'll add them to the list! #solopr



mdbarber 1:02pm via Twitter for Mac

RT @karensxim: RT @SoloPR: Its time for #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr



KellyeCrane 1:02pm via TweetDeck

RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it)



SoloPR 1:02pm via TweetGrid.com

If you're joining, please introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger at soloprpro [dot] com #solopr



karensxim 1:01pm via TweetChat

RT @SoloPR: Its time for #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr



SoloPR 1:01pm via TweetGrid.com

It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr