#SoloPR Chat – 2/15/2012

1. Client worked w/vendor on new website & msging- result is sub-par, may affect my efforts, but client likes! What to do?
2. My client has a terribly generic company name, which makes a lot of our efforts more difficult. Tips/suggestions?
3. Many of you were part of the chat when we discussed having a #solopr conf- we're moving forward, w/plans for Feb 2013! Weigh in on our FB poll re: best days of week: http://on.fb.me/A0v3yJ Also, what are your thoughts on fees, content, etc?

SoloPR Feb 15, 1:55pm via TweetGrid.com

Remember, we keep chatting on the hashtag all week! Transcript/Storify will be up on soloprpro.com tomorrow. #solopr

TerriMallioux Feb 15, 1:55pm via Twitter for iPhone

and gumbo & beignets plz! RT "@KristK: FYI: Mardi Gras 2013 is Feb. 12. Please have conference after. (I'll bring beads and boas) #solopr"

SoloPR Feb 15, 1:55pm via TweetGrid.com

Aha! Yes, will do a poll. Thanks in advance everyone- and thanks for joining us for the chat! #solopr

joeldon Feb 15, 1:55pm via TweetDeck

A rose by any other name would smell as sweet. RT @jgombita: A2. Can You Say Sysomos? [video] shar.es/fNIPA cc @KateRobins #solopr

akenn Feb 15, 1:54pm via TweetChat

And maybe coordinate with Northeast's school vacation week while you're at it? :-) #solopr

TerriMallioux Feb 15, 1:54pm via Twitter for iPhone

@SoloPR Plus, time to think about topics, discussions, suggestions of a #solopr conference in Atlanta, Feb '13, would be good.

SoloPR Feb 15, 1:54pm via TweetGrid.com

Ah, thanks for reminder! RT @KristK: FYI: Mardi Gras 2013 is Feb. 12. Please have conference after. (I'll bring beads and boas) #solopr

KristK Feb 15, 1:54pm via TweetGrid.com

And my spare tiaras RT @KristK: FYI: Mardi Gras 2013 is Feb. 12. Please have conference after. (I'll bring beads and boas) #solopr

3HatsComm Feb 15, 1:54pm via TweetChat

And the King Cake! RT @KristK: FYI: Mardi Gras 2013 is Feb. 12. Please have conference after. (Ill bring beads and boas) #solopr

jgombita Feb 15, 1:54pm via web

@40deuce I found it already, Sheldon. cc @KateRobins and hashtagged with #solopr

KateRobins Feb 15, 1:53pm via TweetGrid.com

RT @[KristK](): FYI: Mardi Gras 2013 is Feb. 12. Please have conference after. (I'll bring beads and boas) [#solopr]()

[KristK]() [Feb 15, 1:53pm via TweetGrid.com]()

FYI: Mardi Gras 2013 is Feb. 12. Please have conference after. (I'll bring beads and boas) [#solopr]()

[KerseyKnowsBest]() [Feb 15, 1:53pm via Twitter for Android]()

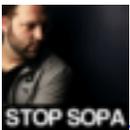Looks like I'm goint to [#Atlanta]() next feb! [#solopr]() .. Provided the world doesnt end

[SoloPR]() [Feb 15, 1:53pm via TweetGrid.com]()

Thanks everyone for your enthusiasm! We're excited -- all you amazing smarties in one place? Awesome. [#solopr]()

[mdbarber]() [Feb 15, 1:53pm via TweetChat]()

Gotta go folks. Sorry I didn't make it the whole hour. Have a great week! [#solopr]()

[40deuce]() [Feb 15, 1:52pm via HootSuite]()

@[jgombita]() @[KateRobins]() give me 15 mins and I'll be at a computer to share [#solopr]()

[KateRobins]() [Feb 15, 1:52pm via TweetDeck]()

@[SoloPR]() There ya go. :) [#solopr]()

[SoloPR]() [Feb 15, 1:52pm via TweetGrid.com]()

Maybe folks are a little shy to share thoughts here? Maybe we'll do a quick surveymonkey poll to capture input- would that work? #solopr

KristK Feb 15, 1:51pm via TweetGrid.com

RT @SoloPR: Q3 cont: Weigh in on our FB poll re: best days of week: on.fb.me/A0v3yJ Pls share thoughts on fees, content, etc #solopr

LoisMarketing Feb 15, 1:51pm via TweetDeck

@SoloPR Count on me to help you coordinate :) #solopr

KateRobins Feb 15, 1:51pm via TweetDeck

@SoloPR Happy to. #solopr

TerriMallioux Feb 15, 1:51pm via Twitter for iPhone

Fantastic! RT @SoloPR: Many of you were part of the chat when we discussed having a #solopr conf- we're moving forward, w/plans for Feb '13

LoisMarketing Feb 15, 1:50pm via TweetDeck

RT @SoloPR: Yay! Atlanta RT @Anita_Chauhan: I'd definitely be at that conference! Where would it be held? #solopr < Knew I liked this girl!

SoloPR Feb 15, 1:50pm via TweetGrid.com

Any and all inpt is welcome! RT @KateRobins: @SoloPR Awesome! #solopr

jgombita Feb 15, 1:50pm via web

A2. Can You Say Sysomos? [video] shar.es/fNIPA cc @KateRobins #solopr

SoloPR Feb 15, 1:49pm via TweetGrid.com

Yay! In Atlanta RT @Anita_Chauhan: @SoloPR I'd definitely be at that conference! Where would it be held? #solopr

SoloPR Feb 15, 1:49pm via TweetGrid.com

RT @farida_h: A2: If main site doesn't rank high despite SEO, landing pages focused on specific products could be an alternative. #solopr

KateRobins Feb 15, 1:48pm via TweetDeck

@SoloPR Awesome! #solopr
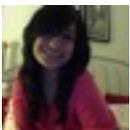
KristK Feb 15, 1:48pm via TweetGrid.com

RT @SoloPR: Q3: Many of you were part of the chat when we discussed having #solopr conf- we're moving forward, w/plans for Feb 2013!

SoloPR Feb 15, 1:48pm via TweetGrid.com

Q3 cont: Weigh in on our FB poll re: best days of week: on.fb.me/A0v3yJ Also, what are your thoughts on fees, content, etc? #solopr

Anita_Chauhan Feb 15, 1:48pm via TweetDeck

@SoloPR I'd definitely be at that conference! Where would it be held? #solopr

![3HatsComm avatar] 3HatsComm Feb 15, 1:47pm via TweetDeck

ITA, brands can get too clever. RT @TerriMallioux: A2: "generic" doesn't have to mean "bad." simplicity of a name can be a plus. #solopr

![SoloPR avatar] SoloPR Feb 15, 1:47pm via TweetGrid.com

Q3: Many of you were part of the chat when we discussed having a #solopr conf- we're moving forward, w/plans for Feb 2013!

![KateRobins avatar] KateRobins Feb 15, 1:46pm via TweetDeck

@jgombita What a great, albeit minor invasive, way to show customers their man-on-the-street response to their name. #smwto #solopr

![akenn avatar] akenn Feb 15, 1:45pm via web

If you ever struggled w/ marketing a generic named co/brand, check out great ideas/suggestions on today's #soloPR chat

![KateRobins avatar] KateRobins Feb 15, 1:45pm via TweetDeck

@akenn People usually mean it like it's a bad thing. #solopr

![jgombita avatar] jgombita Feb 15, 1:45pm via web

@KateRobins if @40deuce is online right now (been seeing him at #smwto, including yesterday's panel), maybe he can link to video. #solopr

KateRobins Feb 15, 1:45pm via TweetDeck

@LoveINpower Bad for environment. Make creosote in chimney when you use them to light a fire. #businesscards #soloPR #PRSA

SoloPR Feb 15, 1:44pm via TweetGrid.com

Excellent insights, as always! Q3 is coming up... #solopr

KateRobins Feb 15, 1:44pm via TweetDeck

@jgombita I LOVE THAT!! #solopr

KristK Feb 15, 1:44pm via TweetGrid.com

RT @LoisMarketing: As PR advisor, I'm not focused on their name. I'm focused on the company. More importantly, its people, product #solopr

jgombita Feb 15, 1:43pm via web

@akenn do you know anyone (still alive) from the Great Depression, who went from being farm owners to sharecroppers? c @Lkinoshita #solopr

KateRobins Feb 15, 1:43pm via TweetDeck

@TerriMallioux No kidding! I wish I'd claimed KRPR . Was doing it back before domain name mattered much. Now it's like ACME. #solopr

JanetLFalk Feb 15, 1:43pm via web

Missing #soloPR chat today due to volunteer project. Catch up on transcript.

jgombita Feb 15, 1:42pm via web

A2. Do what @sysomos did: go out on the street and ask people how to pronounce the name...videotape it; spread through social media. #solopr

KristK Feb 15, 1:42pm via TweetGrid.com

A2: is generic name making it hard for you to monitor media coverage or is it having neg impact on their bottom line? BIG difference #solopr

LoveINpower Feb 15, 1:42pm via TweetDeck

What are your thoughts on plastic business cards? #businesscards #soloPR #PRSA

akenn Feb 15, 1:42pm via TweetChat

@Lkinoshita @jgombita probably opening a can of worms w/this question...but is 'sharecropping' a bad thing? #solopr

KellyeCrane Feb 15, 1:42pm via TweetDeck

A2: Once you determine your plan of action, be consistent in all communications. Convince client this is imp. #solopr

LoisMarketing Feb 15, 1:42pm via TweetDeck

As their PR advisor, I'm not focused on their name. I'm focused on the company. More importantly, the people and product. #solopr A2

A2: If main site doesn't rank high despite SEO, landing pages focused on specific products could be an alternative. #solopr

I admire how HubSpot claimed phrase "Inbound Marketing" a few yrs ago, now they have "Inbound2012" summit with top speakers #solopr

@farida_h @KristK See also: the hilarious @Oatmeal on "how a web design goes straight to hell" (fave) bit.ly/yMVvQW #soloPR

A2: I think we have to remember that "generic" doesn't have to mean "bad." Many times the simplicity of a name can be a plus. #solopr

RT @KristK: A2: Find out how customers find them now. Know thy keywords. #solopr

Good point. Does the customer/target see an issue? Define issue. RT @KristK: A2: Find out how customers find them now. Know keywords #solopr

Anita_Chauhan Feb 15, 1:40pm via TweetDeck

Learning so much following the #solopr chat (@SoloPR)

KateRobins Feb 15, 1:40pm via TweetDeck

@LoisMarketing Right. "The you name it-here-in-8th-grade-English company." #solopr

KellyeCrane Feb 15, 1:40pm via TweetDeck

A2: As others have noted, good SEO can be critical in these cases. If the others w/same name aren't well known, you can rise to top #solopr

LoisMarketing Feb 15, 1:39pm via TweetDeck

Move quickly beyond a generic name to uncover what is unique and valuable about the company, spotlight that. #solopr A2

Lkinoshita Feb 15, 1:39pm via HootSuite

If Zappos, Amazon, Yahoo and Google can brand those once meaningless and silly names, then you can brand your own tagline too! #solopr

KristK Feb 15, 1:39pm via TweetGrid.com

A2: Find out how customers find them now. Know thy keywords. #solopr

jgombita Feb 15, 1:39pm via web

Yes, @ConversationAge was the first person I knew to describe building a property on FB as "sharecropping" @Lkinoshita #solopr

3HatsComm Feb 15, 1:38pm via TweetDeck

@SoloPR It was a franchise, w/ everything marketed under the product/service brand, which was not the co. name. #solopr

Lkinoshita Feb 15, 1:38pm via HootSuite

Regarding taglines, it's what you do with it that counts, not the tagline per se #solopr

KellyeCrane Feb 15, 1:38pm via TweetDeck

A2: I think a lot of tech companies are founded by those focused on tech- and they pick bad names. J #solopr

Lkinoshita Feb 15, 1:37pm via HootSuite

@jgombita we call that "sharecropping" over here. Building content for other sites is not an investment in your own biz #solopr

mdbarber Feb 15, 1:37pm via TweetChat

RT @KristK: A2: What about developing their main service/product instead of company name? company name could be almost a footnote. #solopr

SoloPR Feb 15, 1:37pm via TweetGrid.com

@3HatsComm You mean, there was a product-related brand? Or the company brand was different from its name? #solopr

KateRobins Feb 15, 1:37pm via TweetDeck

@KristK Interesting #solopr

mdbarber Feb 15, 1:37pm via TweetChat

RT @3HatsComm: A2 Worked for company where the brand name was different than company. Used that logo, tagline, message everywhere. #solopr

farida_h Feb 15, 1:37pm via TweetChat

A2: Implement solid SEO to make sure site ranks high. Lots of content creation, real estate on imp. social media sites will help. #solopr

LoisMarketing Feb 15, 1:36pm via TweetDeck

I would move beyond a generic name to the unique people and services offered, spotlight them. #solopr A2

3HatsComm Feb 15, 1:36pm via TweetChat

A2 Worked for company where the brand name was different than company. Used that logo, tagline, message everywhere. #solopr

KateRobins Feb 15, 1:36pm via TweetDeck

Ohhhh....MT @joeldon: When the CEO decides to take a DIY approach ...#solopr

KristK Feb 15, 1:35pm via TweetGrid.com

A2: What about developing their main service/product instead of company name? company name could be almost a footnote. Hmmm. #solopr

 SoloPR Feb 15, 1:35pm via TweetGrid.com

RT @mdbarber: A2 - generic name means focus on benefits/services even more important. Add consistent tag/brand as well. #solopr

 Anita_Chauhan Feb 15, 1:35pm via TweetDeck

RT @LoisMarketing: Remember that in many cases branding, logo, tagline, etc. is outside the PR sphere. What can we do through PR? #solopr A2

 LoisMarketing Feb 15, 1:35pm via TweetDeck

Supplement the brand and reputation with effective and consistent PR -- and be unique! #solopr A2

 ShryerPR Feb 15, 1:35pm via TweetGrid.com

I'm getting real-time search results at TweetGrid tweetgrid.com #solopr

 SoloPR Feb 15, 1:35pm via TweetGrid.com

MT @KerseyKnowsBest: @SoloPR Unique logo/branding. Stand out with your look and feel. Make sure your website is optimized #solopr

 LoisMarketing Feb 15, 1:34pm via TweetDeck

Remember that in many cases branding, logo, tagline, etc. is outside the PR sphere. What can we do through PR? #solopr A2

[dariasteigman](#) [Feb 15, 1:34pm via TweetDeck](#)

@[kkellerpr](#) And if the brand image is dull, maybe slowly work a little more zest into it. Keep to brand guidelines, but "improve." [#solopr](#)

[joeldon](#) [Feb 15, 1:34pm via TweetDeck](#)

When the CEO decides to take a DIY approach to company name & image, wrap good PR content around it. Best I could do. [#solopr](#)

[SoloPR](#) [Feb 15, 1:34pm via TweetGrid.com](#)

RT @[akenn](#): A2: can you think of a more descriptive (but succinct) tagline and use that everytime name is mentioned? [#solopr](#)

[3HatsComm](#) [Feb 15, 1:34pm via TweetDeck](#)

@[farida_h](#) @[Kristik](#) Speaking as a creative type, design as well as writing, it's very hard to teach taste. [#solopr](#)

[KateRobins](#) [Feb 15, 1:34pm via TweetDeck](#)

@[Anita_Chauhan](#) Welcome, Anita. [#solopr](#) [#excited](#)

[hospitality_co](#) [Feb 15, 1:34pm via HootSuite](#)

A2 An interesting company philosophy and/or messaging can combat a name (but a cool name helps a lot). [#solopr](#)

[KellyeCrane](#) [Feb 15, 1:34pm via TweetDeck](#)

A2: If you can some up w/a related moniker or partial abbrev., and use everywhere (socmed, domain, etc.), that can work. [#solopr](#)

[dariasteigman](#) [Feb 15, 1:34pm via TweetDeck](#)

@[TerriMallioux](#) Hi Terri. Glad you could join. [#solopr](#)

[mdbarber](#) [Feb 15, 1:34pm via TweetChat](#)

A2 - generic name means focus on benefits/services even more important. Add consistent tag/brand as well. [#solopr](#)

[LoisMarketing](#) [Feb 15, 1:33pm via TweetDeck](#)

Help the client create a name for themselves! By spotlighting their civic or community involvement for example. [#soloPR](#) A2

[KateRobins](#) [Feb 15, 1:33pm via TweetDeck](#)

@[KateRobins](#) Sorry about that, Anita. I'm having some bizarre trouble here with Tweetchat. Welcome!! [#solopr](#) [#solopr](#)

[TerriMallioux](#) [Feb 15, 1:33pm via Twitter for iPhone](#)

Sorry I'm late. But better late than never. [#solopr](#)

[KateRobins](#) [Feb 15, 1:33pm via TweetDeck](#)

@dariasteigman show off! :) #solopr@Anita_Chauhan #solopr

LoisMarketing Feb 15, 1:32pm via TweetDeck

Be creative with press and photo opportunities. Keep the people, not the name, in the forefront. #solopr A2

Anita_Chauhan Feb 15, 1:32pm via TweetDeck

@TechJetCA Oh check it out, it seems pretty awesome. AND informative. I may just jump in right now and join #solopr

mdbarber Feb 15, 1:32pm via TweetChat

RT @dariasteigman: A2 When did they brand? And is there an option to develop a sub-brand/ tagline that can be de facto name for PR? #solopr

dariasteigman Feb 15, 1:32pm via TweetDeck

@KateRobins More like making up for being absent for a little while. :) #solopr

farida_h Feb 15, 1:32pm via web

@3HatsComm If they don't 'get' it, then it's back to the flowchart where the arrow points to banging head on desk as @KristK #solopr

akenn Feb 15, 1:32pm via TweetChat

A2: can you think of a more descriptive (but succinct) tagline and use that everytime name is mentioned? #solopr

KellyeCrane Feb 15, 1:32pm via TweetDeck

@3HatsComm @joeldon I think a lot of cos think they should do website first, then hire PR counsel. Problematic, as you note. #solopr

mdbarber Feb 15, 1:31pm via TweetChat

A2 - this one's tough wo more information. Can a tagline help differentiate? Name change is HUGE step. #solopr

KateRobins Feb 15, 1:31pm via TweetDeck

@dariasteigman show off! :) #solopr

jgombita Feb 15, 1:31pm via web

@farida_h some are skipping formal websites in favour of Tubmlr (blogs)! #solopr

KristK Feb 15, 1:31pm via TweetGrid.com

RT @SoloPR: Q2: My client has a terribly generic company name, which makes a lot of our efforts more difficult. Tips/suggestions? #solopr

TechJetCA Feb 15, 1:31pm via web

@Anita_Chauhan Sayyyy what??? What is this #SoloPR chat all about? :-)

dariasteigman Feb 15, 1:31pm via TweetDeck

A2 When did they brand? And is there an option to develop a sub-brand/ tagline that can be de facto name for marketing? #solopr

 SoloPR Feb 15, 1:31pm via TweetGrid.com

@Anita_Chauhan You can join in now, if you'd like! :-) #solopr

 Lkinoshita Feb 15, 1:31pm via HootSuite

@LoisMarketing I agree. We have to be sensitive to client's budget appetite. Value is in the eye of the client. #solopr

 KateRobins Feb 15, 1:30pm via TweetDeck

@mdbarber I look forward to this disc. I have a client w/ sort-of similar issues. #solopr

 KerseyKnowsBest Feb 15, 1:30pm via web

@SoloPR Unique logo/branding. Stand out with your look and feel. Make sure your website is optimized and easy to find #SoloPr

 3HatsComm Feb 15, 1:30pm via TweetChat

Would, could, should. RT @joeldon: Yup, thats why PR should be part of all site re-designs & content dev #solopr

 joeldon Feb 15, 1:30pm via TweetDeck

Tough, been there. Client name was same as business market category. @SoloPR: Q2: My client has a terribly generic company name. #solopr

dariasteigman Feb 15, 1:30pm via TweetDeck

Doing a little double dipping: #solopr and digging into the solorpr pro forums.

Anita_Chauhan Feb 15, 1:29pm via TweetDeck

Watching the #solopr chat today for the first time. Casual observer. Will join in next week. #excited.

mdbarber Feb 15, 1:29pm via TweetChat

RT @SoloPR: Q2: My client has a terribly generic company name, which makes a lot of our efforts more difficult. Tips/suggestions? #solopr

KateRobins Feb 15, 1:29pm via HootSuite

RT @Speakeasy_Media: A1: as long as web design/layout highlights content; timely, relevant, and accessible content gets results #solopr

SoloPR Feb 15, 1:29pm via TweetGrid.com

Q2: My client has a terribly generic company name, which makes a lot of our efforts more difficult. Tips/suggestions? #solopr

KerseyKnowsBest Feb 15, 1:28pm via web

So sad I have to leave #SoloPR chat for a meeting.. 99% of the time I can work around.. not today #DayOfMeetings

farida_h Feb 15, 1:28pm via TweetChat

@jgombita Agreed. From my experience, a lot of SMEs look for cheap versus quality. Changing that kind of attitude is tough. #solopr

joeldon Feb 15, 1:28pm via TweetDeck

Yup, that's why PR should be part of all site re-designs & content dev @3HatsComm: ...problem. Clients don't always seek counsel of #soloPR

SoloPR Feb 15, 1:27pm via TweetGrid.com

Very good advice and tips here- thanks. Q2 is up next... #solopr

SoloPR Feb 15, 1:27pm via TweetGrid.com

@akenn The Forums are part of the Solo PR PRO Premium site (bit.ly/rDFeQa). Join in the convo! c. @TracyShryerPR #solopr

3HatsComm Feb 15, 1:27pm via TweetChat

ITA but what if they don't 'get' the difference? RT @farida_h: A1: Show examples of great websites.. #solopr

Speakeasy_Media Feb 15, 1:27pm via HootSuite

A1: as long as web design/layout highlights content; timely, relevant, and accessible content gets results #solopr

LoisMarketing Feb 15, 1:26pm via TweetDeck

Be careful in suggesting major rework. Begin w minor copy changes, maybe an image change, a new page, etc. One step at a time #solopr A1

KristK Feb 15, 1:26pm via TweetGrid.com

RT @LoisMarketing: Supplementing the result can be the 'bridge' between initial product and any needed overhaul. You'll be hero #solopr

jgombita Feb 15, 1:26pm via web

A1. What's really interesting @joeldon is how many SMEs don't want to spend much time and money developing a website at all! #solopr

SoloPR Feb 15, 1:24pm via TweetGrid.com

RT @farida_h: A1: Showing examples of great websites by competitors may help client understand why current one is sub-standard too #solopr

KateRobins Feb 15, 1:24pm via TweetDeck

RT @joeldon: Client probably doesn't want to hear negatives after time, effort, $$$ spent. Counsel on site growth & "enhancements" #solopr

3HatsComm Feb 15, 1:24pm via TweetDeck

@joeldon Agree but that's part of problem. Clients don't always seek counsel of #soloPR B4 (not wanting to spend $) .. hence subpar msg.

KerseyKnowsBest Feb 15, 1:24pm via web

NEVER trash you competitors- so tacky. Be better than that @KellyeCrane A1: stay away from overtly bashing another vendor. #solopr

KateRobins Feb 15, 1:23pm via TweetDeck

RT @LoisMarketing: Supplementing the result can be the 'bridge' between initial product and any needed overhaul. You'll be hero. #solopr A1

mdbarber Feb 15, 1:23pm via TweetChat

A1 - Doing it together will help the client see it, rather than you telling. Makes a stronger team for long-term growth. #solopr

tiponamission Feb 15, 1:23pm via Twitter for iPhone

yes "@joeldon: Client prob doesn't want to hear negatives after time, effort, $$$ spent. Counsel on site growth & "enhancements" #solopr"

LoisMarketing Feb 15, 1:23pm via TweetDeck

Supplementing the result can be the 'bridge' between initial product and any needed overhaul. You'll be hero. #solopr A1

ShryerPR Feb 15, 1:23pm via TweetGrid.com

#SoloPR maybe you shud answer this. RT @akenn: @TracyShryerPR what forums? #solopr

mdbarber Feb 15, 1:23pm via TweetChat

A1 - Ask the client what they like? Assuming you've developed messages together, review the site together based on those. #solopr

[LoisMarketing](#) [Feb 15, 1:22pm via TweetDeck](#)

Rather than looking at poor result as detrimental to your efforts, consider how your efforts can bolster/enhance. [#solopr](#) A1

[mdbarber](#) [Feb 15, 1:22pm via TweetChat](#)

RT @[KellyeCrane](#): A1: All of the advice has 1 thing in common: stay away from overtly bashing another vendor. Can cause turf battles. [#solopr](#)

[SoloPR](#) [Feb 15, 1:22pm via TweetGrid.com](#)

Good point MT @[KristK](#): A1: client reaction may be based in relief that website project is "done." ...Proceed with care [#solopr](#)

[akenn](#) [Feb 15, 1:21pm via TweetChat](#)

@TracyShryerPR what forums? [#solopr](#)

[KristK](#) [Feb 15, 1:21pm via TweetGrid.com](#)

RT @[KellyeCrane](#): A1: Sometimes you can improve messaging in deliverables you create, then if client likes, suggest updating website [#solopr](#)

[joeldon](#) [Feb 15, 1:21pm via TweetDeck](#)

Sites are not supposed to be static these days; leverage new content & design opps. [#solopr](#)

[SoloPR](#) [Feb 15, 1:21pm via TweetGrid.com](#)

RT @joeldon: Client probably doesn't want to hear negatives after time, effort, $$$ spent. Counsel on site growth & "enhancements" #solopr

 farida_h Feb 15, 1:21pm via TweetChat

A1: Showing some examples of great websites by competitors may help client understand why current one is sub-standard too. #solopr

 KellyeCrane Feb 15, 1:21pm via TweetDeck

A1: All of the advice has one thing in common: stay away from overtly bashing another vendor. Can cause turf battles. #solopr

 KristK Feb 15, 1:20pm via TweetGrid.com

RT @3HatsComm: A1 If they like it and you know it's bad.. you'll have to show how X changes will earn the Y results they want #solopr

 ShryerPR Feb 15, 1:20pm via TweetGrid.com

RT @KateRobins: @mdbarber Yes. Busy = good. #solopr

 EmpressSpade Feb 15, 1:20pm via HootSuite

RT @tiponamission: A1: I agree with @roundpeg. Be honest suggest changes that will align and work with your efforts #solopr

 KristK Feb 15, 1:19pm via TweetGrid.com

A1: client reaction may be based in relief that website project is "done." They may be ready to move on mentally. Proceed with care. #solopr

joeldon Feb 15, 1:19pm via TweetDeck

Client probably doesn't want to hear negatives after time, effort, $$$ spent. Counsel on site growth & "enhancements" #solopr

ShryerPR Feb 15, 1:19pm via TweetGrid.com

For all the solopr pros here, PLEASE remember to check out the forums!!! It's no fun writing to myself. #solopr

KateRobins Feb 15, 1:19pm via TweetDeck

@mdbarber Yes. Busy = good. #solopr

3HatsComm Feb 15, 1:19pm via TweetChat

A1 If they like it and you know it's bad.. you're going to have to show them how X changes will earn the Y results they want. #solopr

SoloPR Feb 15, 1:19pm via TweetGrid.com

RT @hospitality_co: A1 Why can't clients just listen to us all the time? Present scenarios of where the messaging could go wrong. #solopr

KateRobins Feb 15, 1:18pm via TweetDeck

RT @KellyeCrane: A1: Sometimes you can improve messaging in deliverables you create, then if client likes, suggest updating website #solopr

joeldon Feb 15, 1:18pm via TweetDeck

RT @KellyeCrane: A1: Sometimes you can improve messaging in deliverables you create, then if client likes, suggest updating website #solopr

dariasteigman Feb 15, 1:18pm via TweetDeck

Great pt. RT @KellyeCrane: A1: Sometimes you can improve messaging in your deliverables; if client likes, suggest updating website #solopr

KellyeCrane Feb 15, 1:17pm via TweetDeck

A1: Sometimes you can improve messaging in deliverables you create, then if client likes, suggest updating website #solopr

3HatsComm Feb 15, 1:17pm via TweetChat

Almost every day. ;-) RT @KristK: A1: Cover bruise on forehead from banging head on desk.. #solopr

ShryerPR Feb 15, 1:17pm via TweetGrid.com

A1: I make recommendations and help develop strategy based on goals. The client makes the final decisions based on my input.. #solopr

tiponamission Feb 15, 1:17pm via Twitter for iPhone

A1: I agree with @roundpeg. Be honest suggest changes that will align and work with your efforts #solopr

KateRobins Feb 15, 1:17pm via TweetDeck

RT @dariasteigman: A1 I'd broach misgivings - esp if strategic, but also look for 1-3 "easy" fixes to sugg as a short-term solution. #solopr

farida_h Feb 15, 1:17pm via TweetChat

RT @mdbarber A1 Find out what it is the client likes. What they like may give u a window to discuss the changes u want in messaging. #solopr

SoloPR Feb 15, 1:16pm via TweetGrid.com

MT @KristK: A1: Cover bruise on forehead from banging head on desk & start measuring site's impact, others' reactions (pos or neg) #solopr

KristK Feb 15, 1:16pm via TweetGrid.com

RT @mdbarber: A1 - Find out what it is the client likes. What they like may give you opp to discuss changes you want in messaging #solopr

3HatsComm Feb 15, 1:16pm via TweetChat

A1 - Are you being consulted for changes, or is this a 'done deal'? Why were you not involved before in went bad? #solopr

LoisMarketing Feb 15, 1:16pm via TweetDeck

As trusted advisor you should be able to voice concerns and offer suggestions. Begin w praise for what's 'right' about site/product #solopr

makasha Feb 15, 1:16pm via TweetChat

A1: Try not to come across like a know it all by suggesting small changes that match the over communications goals #solopr

dariasteigman Feb 15, 1:16pm via TweetDeck

A1 2 different issues: site (brand, look/feel, architecture); and messaging. Figure out which one is most impt to tackle. #solopr

KristK Feb 15, 1:15pm via TweetGrid.com

A1: Cover bruise on forehead from banging head on desk and start measuring site's impact on efforts, others' reactions (pos or neg) #solopr

farida_h Feb 15, 1:15pm via TweetChat

A1: Point out nicely how and why it can be better. If u hv good reasons, i'm sure client will see sense in it(or one can hope) #solopr

SoloPR Feb 15, 1:15pm via TweetGrid.com

MT @dariasteigman: A1 I'd broach my misgivings- esp if strategic, but also look for 1-3 "easy" fixes...as a short-term solution #solopr

tiponamission Feb 15, 1:15pm via Twitter for iPhone

Hello my fellow #solopr. I haven't joined in a while, but I'm just breezing through.

dariasteigman Feb 15, 1:15pm via TweetDeck

@KellyeCrane I did see your initial query. I'm hip & irreverent, but I need the Urban Dictionary. So clearly not my thing. :) #solopr

Lkinoshita Feb 15, 1:14pm via Twitterrific

@KristK build trust over time, use data, empirical facts to show what changes are needed and why #solopr

mdbarber Feb 15, 1:14pm via TweetChat

RT @SoloPR: Q1: Client worked w/vendor on new website & msging- result is sub-par, but client likes! What to do? #solopr

SoloPR Feb 15, 1:14pm via TweetGrid.com

RT @roundpeg: Suggest small changes Q1 #solopr

ShryerPR Feb 15, 1:14pm via TweetGrid.com

Hello everyone! Hope you had a loving valentine's day. #solopr

mdbarber Feb 15, 1:14pm via TweetChat

Trying to join you all today. Hope it works. Busy is good though, right? Alaska PR pro w 30+ yrs; APR & chair College of Fellows #solopr

Speakeasy_Media Feb 15, 1:14pm via HootSuite

oh good; i'm not the only one late for #solopr -- catching up now...

KellyeCrane Feb 15, 1:14pm via TweetDeck

Edgy is my word for something targeting young, irreverent, cursing-types :-) #solopr RT @dariasteigman: @KellyeCrane What is "edgy" anyway?

roundpeg Feb 15, 1:13pm via HootSuite

Suggest small changes RT @SoloPR: Q1: Client's new website & msging-is sub-par, may affect my efforts, but client likes! What to do? #solopr

dariasteigman Feb 15, 1:13pm via TweetDeck

A1 I'd broach my misgivings -- esp if strategic, but also look for 1-3 "easy" fixes to suggest as a short-term solution. #solopr

KateRobins Feb 15, 1:12pm via TweetChat

ugh RT @SoloPR: Q1: Client worked w/vendor on new website & msging- sub-par result, may affect my efforts; client likes! What do? #solopr

KristK Feb 15, 1:12pm via TweetGrid.com

RT @SoloPR: Q1: Client worked w/vendor on new website & msging- result is sub-par, but client likes! What to do? #solopr

farida_h Feb 15, 1:12pm via web

@dariasteigman Hi Daria! Good to see you on #solopr

SoloPR Feb 15, 1:11pm via TweetGrid.com

Q1: Client worked w/vendor on new website & msging- result is sub-par, may affect my efforts, but client likes! What to do? #solopr

KateRobins Feb 15, 1:09pm via TweetChat

@tracybb Welcome back! #solopr

SoloPR Feb 15, 1:09pm via TweetGrid.com

Glad to see a great crowd gathering! Q1 is up next... #solopr

tracybb Feb 15, 1:08pm via TweetChat

I'm Tracy, 16 years experience, 9 as indy. Based in Los Angeles. I haven't been to solopr chat in a while. #solopr

akenn Feb 15, 1:08pm via TweetChat

Hello, from snow-free Boston! #solopr

joeldon Feb 15, 1:08pm via TweetDeck

Checking in. PR, SM and an app for our biz #solopr

KateRobins Feb 15, 1:08pm via TweetChat

@jbrownpr If I told you you'd be jealous. #solopr

SoloPR Feb 15, 1:08pm via TweetGrid.com

And by "me," I mean @KellyeCrane. Sorry- thanks! #solopr

[3HatsComm](#) [Feb 15, 1:08pm via TweetDeck](#)

Joining [#soloPR](#) chat, hello all.

[SoloPR](#) [Feb 15, 1:07pm via TweetGrid.com](#)

Welcome everyone! While we gather, if you work in home decor or edgy/social site media rel, I have poss new biz opp. DM me! [#solopr](#)

[KateRobins](#) [Feb 15, 1:07pm via TweetChat](#)

RT @[rockstarjen](#): 80% of Press Release Headlines Too Long for Google, According to New Study [bit.ly/AyDKgQ](#) [#pr](#) [#solopr](#) [#solopr](#)

[LoisMarketing](#) [Feb 15, 1:07pm via TweetDeck](#)

Hi all :) @[KellyeCrane](#)'s neighbor in Atlanta, independent marketing and PR advisor specializing in small biz/professional svs [#solopr](#)

[KateRobins](#) [Feb 15, 1:07pm via TweetChat](#)

RT @[SoloPR](#): Its time for this weeks [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more) [#solopr](#)

[KristK](#) [Feb 15, 1:06pm via TweetGrid.com](#)

Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast) [#solopr](#)

[SoloPR](#) [Feb 15, 1:05pm via TweetGrid.com](#)

@tracybb Hi! We have several topics, mostly related to client relations/management. #solopr

KristK Feb 15, 1:05pm 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

SoloPR Feb 15, 1:04pm via TweetGrid.com

If you have #solopr Qs you'd like us to discuss, please @KellyeCrane without the hashtag (or DM), and we'll add them to the list!

makasha Feb 15, 1:04pm via TweetChat

Hi from Montgomery, AL ... #solopr

KellyeCrane Feb 15, 1:04pm 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)

marketingveep Feb 15, 1:04pm via Twitter for iPhone

@KellyeCrane you're welcome! Mi amigo @MackCollier should get the credit for reminding me. #solopr

John_Trader1 Feb 15, 1:03pm via TweetChat

RT @rockstarjen: 80% of Press Release Headlines Too Long for Google, According to New Study bit.ly/AyDKgQ #pr #solopr #solopr

[makasha](#) Feb 15, 1:03pm via TweetChat

RT @[SoloPR](#) Its time for this weeks [#soloPR](#) chat for independent pros in PR and related fields [#solopr](#)

[SoloPR](#) Feb 15, 1:03pm via TweetGrid.com

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

[tracybb](#) Feb 15, 1:02pm via TweetChat

What is the topic today? [#solopr](#)

[SoloPR](#) Feb 15, 1:02pm 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](#)