



**EAST VILLAGE.**  
PR.MARKETING.EVENTS.

# **THE CAMPAIGN WORKBOOK:**

## HOW TO TELL YOUR STORY



# STARTING YOUR STORY

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## WRITING YOUR BLURB

When looking at launching a campaign, the first thing to ask yourself is: "what is it that I want people to understand about my brand?" If you had to explain what it is or does in 30 seconds, what would you say?

Outline below your brand's mission, thinking particularly about what purpose it serves, what problem it solves, and what sets it apart?

MY BRAND IS...

# STARTING YOUR STORY

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## WHO CARES?

Now you have your brand's blurb written, it's time to think about **who needs to hear it most**. Having thought about the solution or benefit that your brand offers, the next crucial step is to get it to the person with the problem or the need...

Here, **describe that person**. Really think about them as a character: how old are they, what are their interests, which other brands are they already interacting with?

MY CUSTOMER IS...

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## WHO CARES?

With one potential customer already outlined, you've probably started to think about the **other customers that would benefit** from your brand.

Here is your space to think jot down who they are too:

CUSTOMER 2:

CUSTOMER 3:

CUSTOMER 4:

CUSTOMER 5:

## TARGET MEDIA

Having got to the crux of your brand's story and worked out who needs to hear it most, it's time to work out **how you get in front of this audience**. One way is – of course – through the press. Looking at your customer profiles, make a list below of the **newspapers, magazines, online news sites, blogs, radio stations, and TV news channels** that you think they are using most. Try and group these into similar categories e.g. regional business papers:

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## TARGET MEDIA

Now you have your grouped publications, think about **what side of your story they'll be most interested in hearing**.

For example, a business newspaper will be most likely to care about the sales stats and figures; while a national magazine might be most intrigued by your best-selling product.

Write down the hook for each group here. This will help you **write your tailored press releases**! (P.S. you might want to download our guide to press release writing for that!)

GROUP 1:

GROUP 2:

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## TARGET MEDIA

GROUP 3:

GROUP 4:

GROUP 5:

GROUP 6:

## SHARING IT ONLINE

Of course, another great way to get the word out about your brand is **through your own online channels**. You may already have your social media channels set up, but if you haven't – this is the time to make them!

Think about where your customers are spending time online: **is it Pinterest? Twitter? TikTok or Instagram?**

Once you've worked this out, you can begin to map out how your social media channels can be used to **explain who you are, how they can add value for your customer, and how they can bring your brand to life in your own voice.**

Use this space to jot down some ideas...

SUSSING OUT SOCIAL:



**Experiences** are a proven way to convert people into fans of brands. Not only do they allow you to tell your story in an **animated and interactive** way, but they also afford the chance to **give your potential customer a preview of your brand**, which leaves them wanting more.

Events are a key part of any brand's story, as they bring it to life. These can fall into two categories: internal event opportunities, such as award nominations, exhibition stands, and trade shows; and external event opportunities, like launch parties, press stunts, and face-to-face activity. Jot down below the events that you'd like your brand to appear at or host. Ambition is key here: think big!

INTERNAL:

EXTERNAL:

# MAKING YOUR STORY REALITY

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## HAVING A PLAN

Now you've laid out your big-picture-thinking, it's time to make it reality by **breaking it down into bitesize chunks**. Start with your **six-month timeline**, by plotting month-by-month activities that you'd like to achieve. Don't forget to think about each of the areas you've covered in the workbook so far. (P.S. You might find it useful to download our marketing plan template too!)

|                       | MONTH 1 | MONTH 2 | MONTH 3 | MONTH 4 | MONTH 5 | MONTH 6 |
|-----------------------|---------|---------|---------|---------|---------|---------|
| PRESS RELEASES        |         |         |         |         |         |         |
| SOCIAL MEDIA ACTIVITY |         |         |         |         |         |         |
| AWARDS                |         |         |         |         |         |         |
| INTERNAL EVENTS       |         |         |         |         |         |         |
| EXTERNAL EVENTS       |         |         |         |         |         |         |

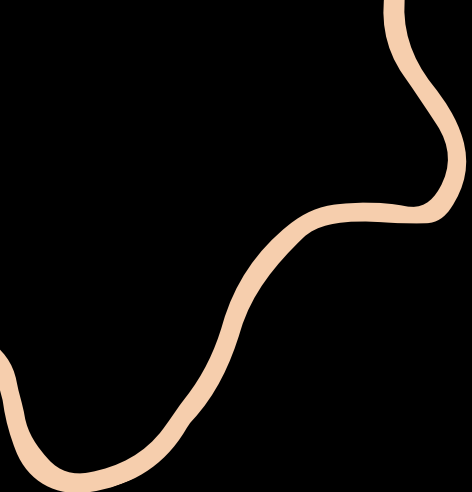
# MAKING YOUR STORY REALITY

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## MONEY TALK

And finally, the toughest part to consider is budget. **How much will each of your plans cost to do?** Be realistic here and do your research. Think about the cost of every last detail: printing, hire costs, entry fees, and licensing... they all add up! Once you've noted these down, total up the spend, and **work out the 'necessities' and the 'nice-to-haves'**: you can always revisit the latter further down the line!

| Item          | Cost per unit | Total cost |
|---------------|---------------|------------|
|               |               |            |
|               |               |            |
|               |               |            |
|               |               |            |
|               |               |            |
|               |               |            |
| Total amount: |               |            |



We hope this workbook helps you get your story straight so you can start spreading the word about your brand. Remember: this is just the beginning of making your story a reality.

# **GOT WRITER'S BLOCK?**

## **WE CAN HELP**



If you need further specialist help, give us a shout. With decades of experience in PR, marketing, and events, we're confident we can tell your story in a way that you'll be proud of.

**Get in touch to find out more!**

|                       |           |  |
|-----------------------|-----------|--|
| <b>TARA TOMES</b>     | <b>  </b> | <b><u><a href="mailto:tara@eastvillageagency.com">tara@eastvillageagency.com</a></u></b>     |
| <b>HATTIE D'SOUZA</b> | <b>  </b> | <b><u><a href="mailto:hattie@eastvillageagency.com">hattie@eastvillageagency.com</a></u></b> |

[www.eastvillageagency.com](http://www.eastvillageagency.com)

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