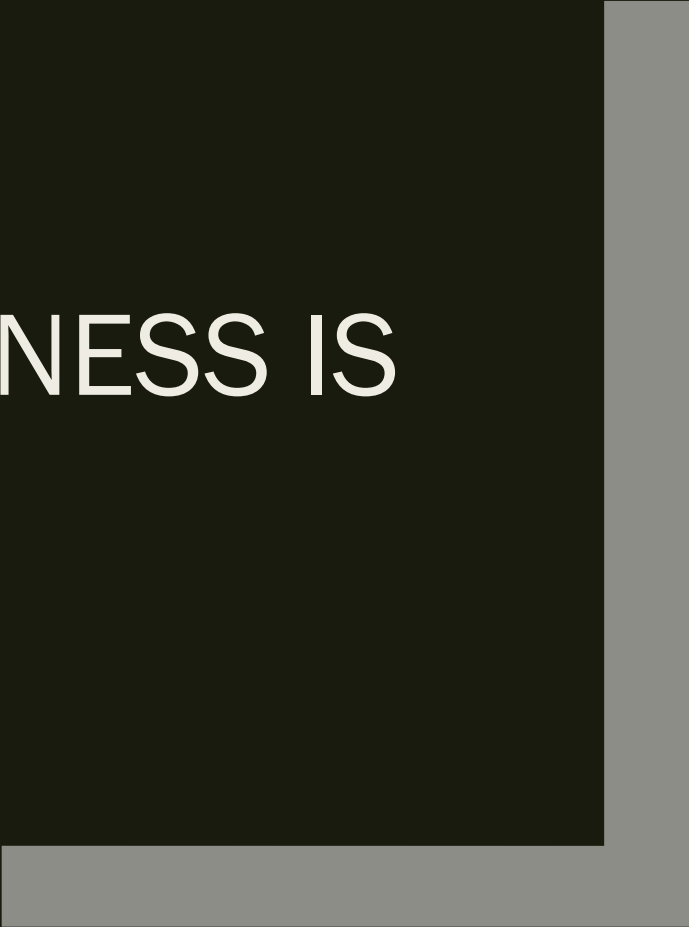
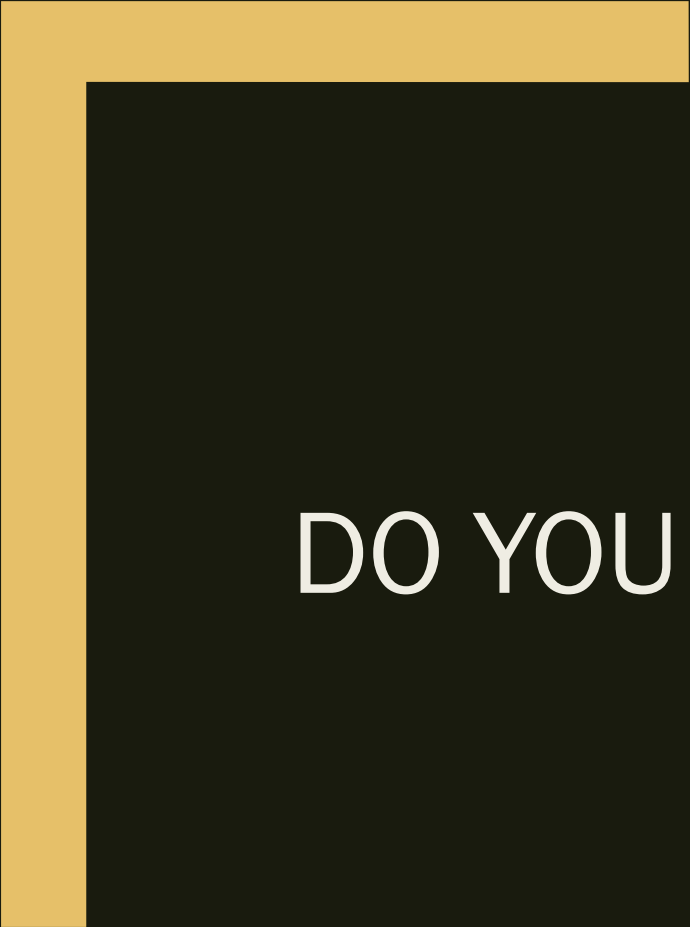




AS A MANUFACTURING COMPANY  
HOW MANY TIMES DOES YOUR  
INDUSTRY SHOW UP IN THE PRESS





DO YOU FEEL YOUR BUSINESS IS  
NEWSWORTHY?



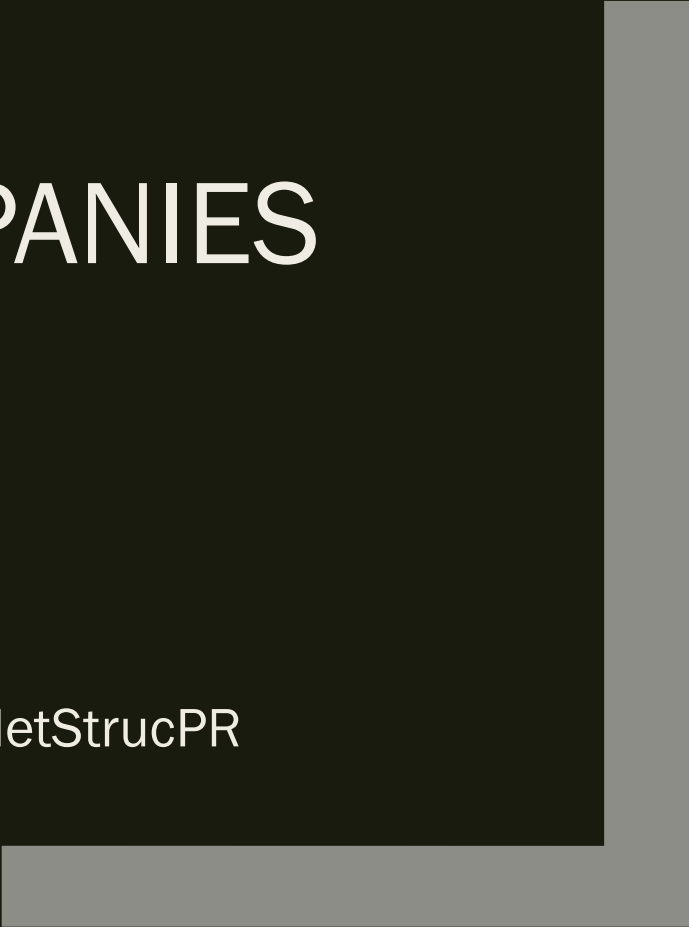
HAVE YOU APPLIED ANY MEDIA  
OR PR TIPS TO YOUR MARKETING  
PLAN?



# MANUFACTURING COMPANIES MATTERS TO PR

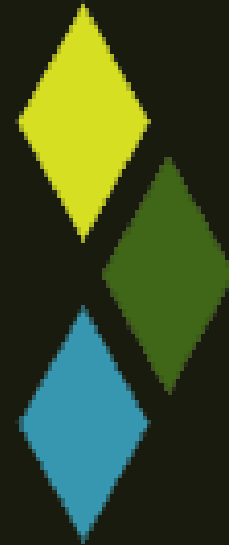
Presented by Sharon Devonish Leid

National & International Publicity Strategist | NetStrucPR



Special thanks to

IMEC



Plan. Implement. Excel.



WHO IS SHARON DEVONISH LEID

# Who is Sharon Devonish Leid

---

1<sup>st</sup> African American youngest non-legal female to run the Community & Public Relations Bureau in the Brooklyn District Attorney's Office. 18 yrs.

Currently run the Public & Community Relations Division of a Hospital system in NYC

20+ years successfully working in this industry.

---

CEO of a Public Relations Boutique- NetStrucPR

Host of NetStruc Talks

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Co-Founder of NetStruc Media- (husband's Company) Full photography & media production company

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Successfully worked with numerous entrepreneurs, small businesses and celebrity clients on Brand Visibility with media and other PR Techniques

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Speaker, PR Coach & Consultant, Publicity & Business Strategist, Nationally & Internationally

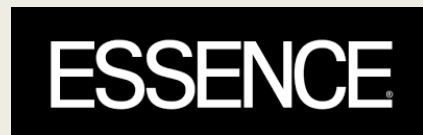
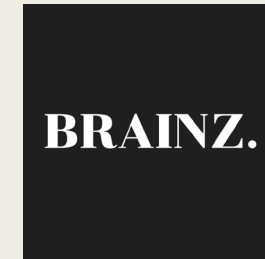
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Founder of Ladies Of 3<sup>rd</sup> Thursday Business Network Organization

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Co-Author to Best Selling Book Soaring Beyond the 9 to 5

# Media platforms





# Celebrity Clients



# Clients / Small Businesses & Entrepreneurs



# Larger Clients



# What is Public Relations

Convincing a 2<sup>nd</sup> party that your “Story” or “Brand”  
is worth talking about.

Public Relations is all about.....



+ **Relatable**

# Public Relations

Does 10 things for your business:

1. Increases your Brand Exposure
2. Shows that you are an expert
3. Builds your credibility
4. It shows you are Newsworthy
5. Allow people to fully understand your industry
6. Change the perception of what others think about your industry/Business
7. Damage control
8. Tell your story
9. Increases Leads
10. Increases Profits \$\$\$

# Public Relations Techniques

1. Interviews- TV, social media Lives, Print, Radio, Podcast...



2. Networking



3. Guest speaking- Panelist, Presentations, Keynote



4. Participating/Sponsoring @Conferences/  
Trade shows



5. Host a community give back event

# Public Relations Techniques

6. Social Media



7. Email & Text Marketing

8. Blog/Vlogs

9. Partnerships

10. Press Releases & Announcements

Examples of manufacturing companies that got featured in  
the press:

Covid related

Russia/Ukraine war

Health related topics



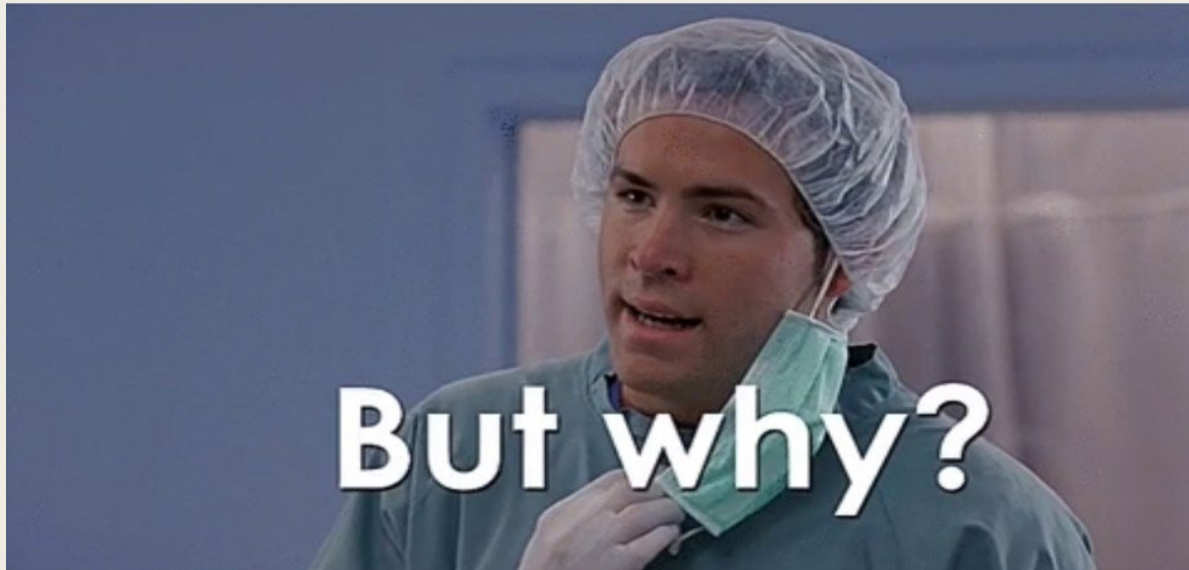
According to a Nielsen study: PR is 90% more effective than advertising. Getting mentioned in an interview holds more weight than an ad.



# PR vs. Advertising

- PR (media, journalist, reporters): sing your praises
- Advertising: you the business are telling the consumer how great you are

Advertising/Marketing	Public Relations
Paid	Earned
Builds Exposure	Builds Trust
Audience is Skeptical	Media give 3 <sup>rd</sup> party validation
More expensive	Less expensive
'Buy this product'	'This product is important'



BUT WHY IS PR  
IMPORTANT TO  
EVERY SINGLE  
INDUSTRY  
INCLUDING  
MANUFACTURING  
COMPANIES

You are needed more to the press than  
you think!



Your Brand is  
critical when  
dealing with the  
press.

# Your mindset must change when working a PR Campaign

Your messaging needs to be clear and relatable.

Your angles must fit with what the press, B2C or B2B are talking about.

There should be no confusion, know what you want to get across and do it.

This may entail doing some research, brainstorming about what you want to talk about.





# STAND OUT FROM THE REST

What are your unique qualities?  
Show your expertise, showboat if you  
must.



# STRONG DIGITAL FOOTPRINT

Website, social media, email marketing,  
EVERYTHING should be consistent.

Press, B2B & B2C does their research online



**Newsworthy:**  
timely. important. interesting.



# Here are some simple things to use to increase your brand exposure using PR Tools

1. Have a press release: <https://www.shopify.com/blog/how-to-write-a-press-release>
2. Help a Reporter Out- HARO.com
3. EIN Newswire- Press Releases/ Announcements etc.
4. Grammerly.com
5. Post at least 3 times a week about valuable content about your industry and business.  
Remember DO NOT SELL
6. Have a LinkedIn account
7. Participate in an event/Conference at least once a quarter and document it



TODAY IS THE DAY  
YOU DON'T HAVE  
TO FEEL  
OVERWHELMED  
ANYMORE ABOUT  
BUILDING OUT  
YOUR BRAND

The image features two large, thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

# QUESTIONS & ANSWERS

# SHARON DEVONISH LEID

Social Media Platforms

LinkedIn: Sharon Devonish Leid

FB & IG: NetStrucPR

FB Group: It's A Media & Mentoring Thing

Twitter: NetStrucLLC

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

YOUTUBE: @Netstrucpr