

## PR STRATEGIES

Who are you?

What are you doing (what elements do you use)?

### BARTER

- Radio
- Cable
- Newspaper
- Magazine
- Billboards
- What else?

### OTHER ELEMENTS

- Posters
- Flyers
- Rack cards
- Table tents
- PR
  - Distance
  - List
  - How far
  - How often
  - Updating?
  - How communicating?

### SOCIAL MEDIA

- Twotter

- Web
- Facebook
- What else?

Cross marketing with sponsors ... use their media

CASE HISTORY ... BREWFEST IN AITKIN, MN