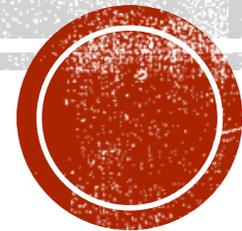


# THE PRESS RELEASE IS DEAD:

Influence Your Customers with Modern PR Strategies



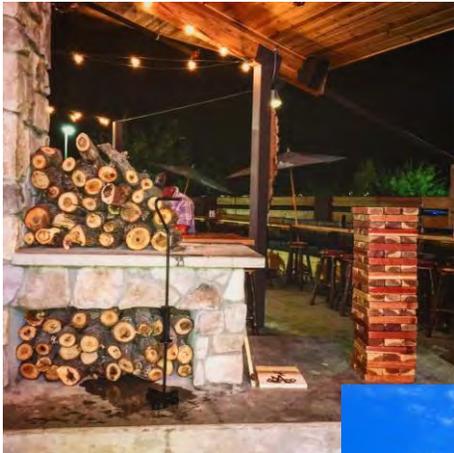
# ABOUT TONI SMITH



tempe arizona  
Tourism Office



# ABOUT CHRISTINE BAILEY



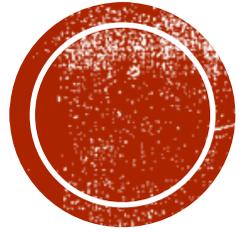
CHRISTINE K. BAILEY & ASSOCIATES

Lead. Build. Profit.



**100**  
THINGS TO DO IN  
**PHOENIX**  
BEFORE YOU  
**DIE**  
CHRISTINE K. BAILEY





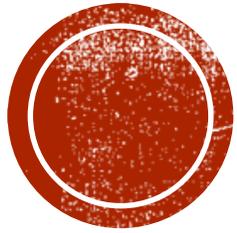
**WHAT ARE THE THREE MOST  
IMPORTANT TENETS OF YOUR  
MARKETING STRATEGY?**

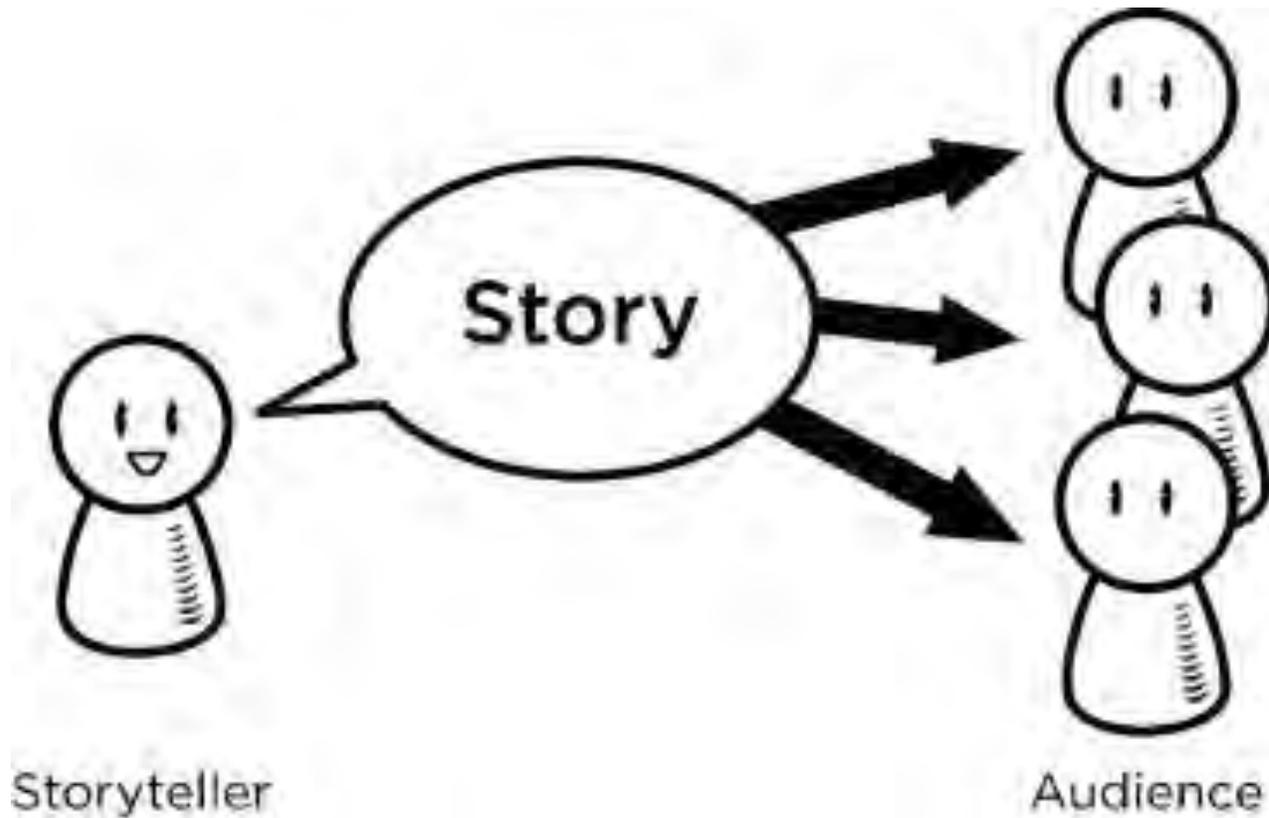


**CREATE A SUPERB CUSTOMER EXPERIENCE**

**DELIVER IT CONSISTENTLY TO EVERY CUSTOMER**

**TELL YOUR OWN STORY AND LEVERAGE THE POWER  
OF WORD OF MOUTH**





## TELL YOUR STORY

Who you are

What is your history

Who do you serve

Why are you in the business you're in

Why do you serve the customers you serve

How are you different from other restaurants, retail stores or fill in the blank





# WHAT CAN YOUR CUSTOMERS FIND OUT ABOUT YOUR BUSINESS ONLINE?

Hours

Address

Map

Menus

Products

Testimonials

Pictures

Reviews

Blog posts

Links to social media



# MAKE IT EASY TO FIND OUT ABOUT YOU

- Simple navigation leads to lots of info



HOME STORE SERVICES GALLERY CONTACT

602-625-5527 Open Thursday thru Monday 10:00 ~ 5:30 (closed on Tuesday and Wednesday)  
4427 N 7th Ave, Phoenix AZ 85013

HOME STORE SERVICES GALLERY CONTACT



For info on new custom built mid century inspired furniture visit:

Draftwood Design

- Answer frequently asked questions

## SERVICES

Twigs and Twine is an exceptional place to find unique, custom-designed home furnishings and vintage home accents. We work hard to find the pieces we would be proud to showcase in our own home. All that said, we get two questions more than any other. Hopefully this will help you out.



### Can you do custom work on a piece of furniture I already own?

Yes! Many of you have started off the conversation by saying something like this, "I have this dresser my parents gave me like 10 years ago and it's a solid piece of furniture but it looks so dated." This is where we can help. Twigs and Twine offers you the ability to custom color change your existing furniture into anything you would like! It saves you more money than buying new furniture and you design to your exact taste. It's a win win!

All of the work is performed in a workshop specifically set up for furniture restoration. Twigs and Twine has a team of people that will sand and prep each item before it gets primed and painted. While upholstery jobs are performed offsite, the wood fabrication is still completed at the workshop. Minor scratches and repairs are refurbished before any custom work is done. We offer pick up and deliver of items for a reasonable price. The typical turn around time is around two weeks.

What we need from you to give a quote:

1. Detailed pictures of the item with dimensions.
2. A brief description of what you would like done.

You can either text: 602-625-5527 or email [twigsandtwinehome@gmail.com](mailto:twigsandtwinehome@gmail.com)



Check out the gallery to get ideas of what other customers have done. You can also come visit us at 4427 N 7th Ave to see some pieces already completed.

\*Disclaimer...although rare, quotes can change after evaluating the furniture in person before it is worked on.

### Do you buy furniture?

Yes! We buy all types of things. As a general rule, we prefer to buy solid wood furniture. We will always pass on furniture purchased at a "big box" retail outlet. But if you have a unique item that maybe looks a little dated, that's right up our alley.



# SO IT'S EASIER FOR THIS TO HAPPEN

Tempe Shopping for the Holidays

Author: Toni  
Posted on: November 17, 2015

## TEMPE DIABLO STADIUM

TEMPE

HOME TO: THE LOS ANGELES ANGELS

Get to downtown Tempe with at least a couple of hours to spare before opening pitch, as the area is rife with good eats and cool shops. Plus, there's free parking in designated lots downtown and a free trolley ride is available to the stadium. Enjoy an early lunch on one of three patios at Blasted Barley Beer Company, one block from the trolley, and take your pick of 28 craft beers on tap, plus several more made on-site at the microbrewery. At game time, fans on the first-base side of the stadium (the side with the Angels' bullpen) will

be treated to a nice view of the Tempe Butte, a craggy rock formation that rises above left field. But watching an Angels game while lounging on the grass on the outfield concourse is just as sweet. Wherever you sit, be sure to enjoy a hot dog or burger here—both are said to be among the best in the Cactus League.

**AFTER THE GAME** Keep up the beer theme on an Arizona Brewery Tour and cap your day at Four Peaks Brewery, voted Phoenix's best brew pub in 2015.



## HAPPY 2ND ANNIVERSARY SALUT KITCHEN BAR!!

Posted on: March 27th, 2015 by Lisa Carr 2 Comments



### Pedal Haus Brewery

Pedal Haus Brewery is al restaurante de cerveza artesanal y destino de entretenimiento más nuevo de "Mill Avenue". Estos 14,000 pies cuadrados cuentan con un espacio bike-friendly, cerveza artesanal estilo europeo, selección de vinos, un delicioso menú de comida estilo gastropub y happy hour diaria. Relájate en el patio más grande de "Downtown Tempe", o en las tres opciones de bares interiores y exteriores con 24 barriles cada uno.

730 S. Mill Ave., Tempe, AZ 85281  
(480) 314-2387  
www.pedalhausbrewery.com

## QUICK TRIP TO TEMPE, ARIZONA VOYAGE ÉCLAIR À TEMPE, EN ARIZONA

Five ways to play hooky in the desert town.  
Cinq façons de faire l'école buissonnière à Tempe, en Arizona.

BY / PAR DAVID LAZARE VETRA ILLUSTRATIONS BY / ILLUSTRATIONS DE / JEFF KACONSKI 2015

# 1

GRADUATE TEMPE

The playful decor at the Graduate Tempe hotel gets full marks for honoring the many successes of its next-door neighbor, Arizona State University (ASU) at Tempe. Pages from Darwin's *On the Origin of Species* adorn the front desk as a nod to the nearby Institute of Human Origins, and the honeycomb-patterned carpet in the conference room is a wink to the busy work carried out at the Honey Bee Research Facility. Before grabbing a seat at Tapacubo (the hotel's on-site restaurant) for a barbacoa-braised short-rib taco with pickled onion and melted cotija, stop at the bar for a margarita served from actual gas pumps from the 1940s. (The glass-topped counter is made of 38,000 real Mexican pesos.) ■ La déco ludique de l'hôtel Graduate Tempe est ponctuée de clin d'œil aux réussites de sa voisine, l'Arizona State University à Tempe :

## A Tour Through Arizona - Our Top Picks For The Ultimate Foodie

### Culinary Dropout:

Culinary Dropout, a glamorous gastropub, creates savory nosh, hand crafted cocktails, and a fun atmosphere to seal the deal. Located on first street and farmer avenue in downtown Tempe, it's a great spot to enjoy table tennis, corn hole, or the interactive Photo Booth in the 'backyard'. Culinary Dropout is more than a restaurant it brings people together.

### Culinary Dropout:

149 S. Farmer Ave.,  
Tempe, AZ 85281

Restaurants in Tempe with great patios

Author: Alicia Kentz  
Posted on: April 20, 2016



# LEVERAGE WORD OF MOUTH

92%

...of us trust recommendations  
and word of mouth over all  
other forms of advertising



# SOCIAL MEDIA IS...

Word of mouth gone viral



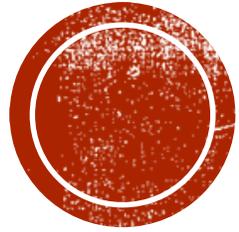
Storyteller



# COMBINE CUSTOMER SERVICE, CONSISTENCY AND WORD OF MOUTH

According to Edison Research, 32 percent of social media-savvy customers expect a response from your team within 30 minutes, and 42 percent want to hear back within the hour. Fifty-seven percent expect that same response time on weekends and after business hours as well.





# QUICK FIXES TO IMPLEMENT TODAY



# SET THE TONE WITH YOUR EMPLOYEES

- Happy employees mean happy customers
- Empower your employees to solve problems for your customers
- Customer complaints are opportunities to create memorable experiences



# REVIEW YOUR ONLINE INFO

- Make sure your site is mobile friendly
- Make sure information is up to date
- Are your hours accurate? Have you added something new that you want to promote?
- Any seasonal events?
- If I call your restaurant staff, can they tell me if you're open for lunch?
- According to a 2013 Single Platform study, 80% of consumers want to see a menu before they dine at a restaurant, 84% are likely to look at more than one restaurant before choosing where to eat and 70% of consumers think it is important to be able to read menus on a mobile device



# ENGAGE WITH YOUR CUSTOMERS

- Tell your story
- Be active on social media – but don't just talk about yourself
- Be true to who you are
- And, of course, provide consistently great customer service



# SMART SMALL WITH SOCIAL

- Study your customers
- Pick the platform they're most likely to use
- Commit to a regular schedule
- Start small
- Use tools like HootSuite, MeetEdgar or Buffer to schedule posts in advance





### Fun Things to Do in Tempe at Papago Park, Presented by Tempe Tourism

Tempe Tourism Office

12 views



### Downtown Tempe and Mill Avenue, Presented by Tempe Tourism

Tempe Tourism Office

17 views



### Day Trips from Tempe: Apache Trail Loop presented by Tempe Tourism

Tempe Tourism Office

105 views



### Travel with SuperShuttle/ExecuCar, Presented by Tempe Tourism

Tempe Tourism Office

189 views

# EXPERIMENT WITH VIDEO

Use professional footage

Or

Use your iPhone



# FIND OUT WHO IS TALKING ABOUT YOU

- Monitor the market with free tools like Nuzzel and Digg
- Visit Yelp regularly; what are your customers saying?
  - Negative comments can be opportunities
- Google Alerts and TalkWalker can be set up to notify you when your company or important topics appear online



# ENGAGE WITH INFLUENCERS

- Quality over quantity
- Relevant audience
- Natural brand or customer advocates
- Have a platform
  - Blog
  - Online magazine
  - Books



# HOW TO FIND TRAVEL WRITERS AND BLOGGERS

- Local contacts
  - [www.tempetourism.com/blog/](http://www.tempetourism.com/blog/)
  - [www.phxrailfood.com](http://www.phxrailfood.com)
  - [www.azfoodieblog.com/](http://www.azfoodieblog.com/)
  - [www.coutureinthesuburbs.com/author/tseely/](http://www.coutureinthesuburbs.com/author/tseely/)
  - [www.thehotsheetblog.com/](http://www.thehotsheetblog.com/)
  - [www.phoenix.about.com](http://www.phoenix.about.com)
  - [www.penandfork.com](http://www.penandfork.com)
  - [www.phoenixbites.com](http://www.phoenixbites.com)
  - [www.mouthbysouthwest.com](http://www.mouthbysouthwest.com)
  - Arizona Republic – Dominic Armato (food)
- Read blogs and articles: know what they write about, is your business is a good fit?
- Can you comment on a trend? Are you celebrating an anniversary?



# “TREAT EARNED MEDIA AS A MARATHON”

“In the age of social media, it’s easy to get sucked into the “viral vortex” of seemingly overnight success in the media.

Realistically, your earned media plan should be mapped out during the course of six months to a year with milestones.

Remember, it is *earned* media, which means it takes considerably longer to see results than writing a blog post, sponsoring content on Facebook, or sending a tweet.

You’re building relationships with human beings and that just takes time.

There is no way to short-cut it.”

Gini Dietrich, in a blog post for SpinSucks.com



# NO PRESS RELEASE REQUIRED

## A simple email like this:

Hi Leo,

I'm sending you a few Tempe, AZ updates in case you're planning any coverage of Cactus League Spring Training in Arizona. Please let me know if I can ever be of assistance.

Best,

~Toni

## Can lead to this:

TRAVEL

### More dining spots for Angels fans at spring training this season

Feb. 17, 2016 | Updated 3:47 p.m.

By STAFF AND  
WIRE  
REPORTS

Angels fans going to Tempe, Ariz., this month and next to check out the team in spring training have several new restaurants to choose from.

The Lodge Sasquatch Kitchen, Pedal Haus Brewery and Dierks Bentley's Whiskey Row all opened in the fall in downtown Tempe.



FACEBOOK



TWITTER



EMAIL



COMMENTS



PRINT



SEND PDF

- Chef Aaron May's The Lodge Sasquatch Kitchen (26 S. Farmer Ave.) specializes in classic comfort food in a lodge-like setting. It has a large patio, two bars and a game room. [thelodgetempe.com](http://thelodgetempe.com)

- Dierks Bentley's Whiskey Row (640 S. Mill Ave.) considers itself a gathering place for San Francisco Giants fans. That aside, it still might be worth a visit for Angels followers. It's an American gastropub with a country sensibility (like its namesake), live music and a wide selection of whiskeys. [dierkswhiskeyrow.com/tempe](http://dierkswhiskeyrow.com/tempe)

- The 14,000-square-foot Pedal Haus Brewery (730 S. Mill Ave.) features a nice selection of European and American beers, a Belgian-American food menu, three bars with 24 taps each, and what is touted as the largest patio in Tempe, with an outdoor beer garden, a firepit and games. [pedalhausbrewery.com](http://pedalhausbrewery.com)



# USE YOUR TOURISM OFFICE

- Let us help you tell your story through:
  - Blogs
  - Photos on our site or social media
  - Sharing posts via Facebook, Twitter or Instagram
  - Visits from travel writers
  - Event listings
  - Special offers
  - Seasonal or holiday activities (Mother's Day brunch, New Year's Eve specials, St. Patrick's Day festivities)



# MAKE IT EASY

- Post shareable images and content
- Invite your followers and influencers to share it with their audiences
- Post fact sheets, bios and media-ready images
- Reach out to influencers and let them know how you can help them
- Train your employees to handle all inquiries quickly and thoroughly



**QUESTIONS?**

