



## Maximize Your Exposure

### A Guide to Leveraging Your President's Club Award For Great Public Relations Exposure

Congratulations on being named to the 2010 President's Club for Microsoft Dynamics!

Receiving this recognition as a result of your company's dedication to Microsoft Dynamics and its customer community creates an excellent opportunity to leverage public relations and promote your success. To assist you in promoting your achievement, included below is a customizable news release template and tips for maximizing your exposure.

#### Maximizing the News Release:

- **Determine appropriate media outlets for news release distribution.** Send the news release via e-mail to the business or technology editors of local and regional media outlets who might have interest in your achievement. Include a brief news pitch in the body of the e-mail highlighting aspects of the award that best fit the interests of the publication and editor. Make sure to have a spokesperson available who can speak directly to the news, if requested.
- **Identify the appropriate editor or reporter.** Before sending your news release to a media outlet, make sure to check its online newsroom to locate the proper contact. *Note:* Some publications only list "send to [editor@xyz.com](mailto:editor@xyz.com)." Feel free to call the news desk and ask for a specific contact to whom you can send your release.
- **Never send attachments.** Copy and paste the news release content into the e-mail since most reporters do not open attachments.
- **Follow up with a phone call.** If you don't receive a reply from the media you reached out to via e-mail, feel free to give them a brief call the day following the news asking if there are additional resources or information you can supply.
- **Submit your release to a wire service.** Distributing your news release via a wire service, such as PR Newswire or Business Wire, will significantly broaden the reach of your news.
- **Maximize the news release with customers and prospects.** On the day your news release is distributed, post it to your company's online newsroom. In addition, if your company has a direct marketing team, you should work with them on making sure the news release is included in the company's upcoming customer e-newsletter. Make sure your company's field sales, or other customer outreach team, is aware of the award so it can disseminate the news to customers as it pertains to their interest. Finally, forward your news release to other business organizations of which you are a member or with which you are associated, since they can promote your achievements.
- **Watch for business technology news events happening in your area.** When these events occur, feel free to reach out to your local media market as an expert on the subject. Winning an award opens the door for speaking opportunities as your company is now seen as an expert or industry influencer on the topic.
- **Leverage social media strategies.** Post a tweet from your company's Twitter account and include a link to the news release. You can also include the #ms dynamics hashtag to broaden your social media reach. Have the technical expert or product marketing manager behind the achievement develop a blog post to add to your company's website. If company has a Twitter handle or Facebook community group page, add the blog post and news release URL to your activity stream.

#### Instructions for News Release Template

To customize the news release, simply replace the *italicized* words and sample EXAMPLE paragraphs with specific information about your company. Although you can customize the release, **Doug Kennedy's quote may not be altered** in any way without permission from the Microsoft Dynamics public relations team at Waggener Edstrom Worldwide.

Again, congratulations on this achievement. Please contact Katie Oxenford at Waggener Edstrom Worldwide ([koxenford@waggeneredstrom.com](mailto:koxenford@waggeneredstrom.com)) with any questions.