

ZAAR'S GUIDE TO MAXIMISING YOUR PR

**A SHORT AND USEFUL GUIDE TO THE WEIRD AND
WONDERFUL WORLD OF PUBLIC RELATIONS.**



ZAAR

GREAT IDEAS FUNDED

INTRODUCTION

Great ideas come about on a very regular basis – the problem is that many people don't act on their gut feeling, leaving many brilliant concepts and products on the wayside. Nevertheless, if you're reading this, you've already passed the first and biggest hurdle any great (or bad) idea faces: that of not being acted upon.

Now it's time to start thinking about getting the funding for that idea, and about how you'll manage to get as many potential backers and supporters as possible. And while we're not going to lie and say it's the easiest thing in the world, we should also specify that it is doable – even if you have no background in marketing, and even if you don't have any contacts.

See, one of the most important things for us here at ZAAR, is to see really good ideas or initiatives get funded and taking flight. So we've asked our PR team to come up with a simple and easy-to-understand way of going about your marketing in order to maximise exposure, reach new backers and, as the saying goes, bring home the bacon.

While reading this, we suggest that you put your pen to paper and jot down notes on how these could work for your product or idea, the names of any people you know who may be able to further your cause, any ideas that might spring to mind, and any questions you may have. Feel free to send the latter to – or run any of the former by – our PR team, who we're sure will be very glad to help you promote your project.



SO, ARE YOU READY?
LET'S BEGIN!

A GREAT FIRST IMPRESSION

All successfully-funded crowdfunding campaigns have one thing in common: they managed to capture the spirit of the product or idea, and packaged it in a way potential supporters could both visualise and relate to it.

Say, for example, you're crowdfunding for a new kind of bread dough full of antioxidants and fat-burning properties – we know, that's quite the dream... But, back to business. Many people would think it's a great idea, and it's something they would happily invest in. The difference between making it and not making it, is very simple, however.

Scenario #1: You upload the concept onto ZAAR and simply specify that this dough has antioxidants and fat-burning properties. You include some technical details only Einstein can understand, and there are about 20 grammatical and syntactical mistakes in your description. Would you, as a person who doesn't understand scientific jargon and who is looking for a genuine product, feel you could trust the makers of this wonder bread dough or not? We didn't think so...

Scenario #2: You upload the concept onto ZAAR, along with a short, informative and fun video that highlights how this super bread dough will change people's life and the process that led you to creating this product. On the page, you also include up-to-date information about the nutrients in this dough, and explain exactly how it affects a person's metabolism –

all in simple and clear English that can be understood by anyone, whether they are scientists or not. Wouldn't that make you feel better about the product? Wouldn't it inspire you to want in on that lifestyle? Our guess is yes.

So, before you submit a project, make sure you take some time to think of your target audience (What's their age? How will this product affect them? If I were them, would I back this product? Why (not)?), and come up with a clear plan of how you want to put it across. The key here is to be honest.

Then, get working on a **good blurb by doing some research**. Here, you'll want to explain your vision, how this will help the community and exactly where the money will go. Then, **have at least one other person who is proficient in English or Maltese (depending on the language your text will be in) to proof it**.

Finally, if you have the time and resources, come up with a good concept for a video and get a team together to create it. You'll need camera people, video editors and potentially an actor or two – although the list could go on to stylists (including food stylists), sound engineers, etc. It all depends on what you're selling and the budget at hand.

Once you have all that done, it's time to go live on ZAAR.com.mt!



SO... LET'S RECAP!

- ✓ Have a good think about your product and what it could mean for people's lives.
- ✓ Outline all the information (including your vision, the benefits of the product or concept, and where the money raised will go) in a blurb. In a nutshell: why should they care about your idea becoming reality?
- ✓ Have at least one person proof your blurb before submitting.
- ✓ Consider the possibility of creating a video that can be easily shared and that explains exactly what you're trying to crowdfund and its uses.

USING SOCIAL MEDIA

Love it or hate it, social media is our generation's best marketing tool; but it's important to understand what works and what doesn't. After all, the Internet is the realm where most companies' reputation is made and destroyed, and where people and products can go viral overnight for all the right or wrong reasons.

Of course, there are many different kinds of social media platforms, including Facebook, Twitter, Instagram, LinkedIn and Pinterest, among others, but for the sake of this document and getting you started, we'll focus solely on Facebook.

There are various ways to promote your ZAAR campaign on Facebook, including by posting links to videos and articles on your personal profile, sharing them with your friends, and asking your friends to share them on their profiles. Nevertheless, if you opt to have an official Facebook page for your campaign, you'll also be able to boost and advertise your product or concept to a much wider audience.

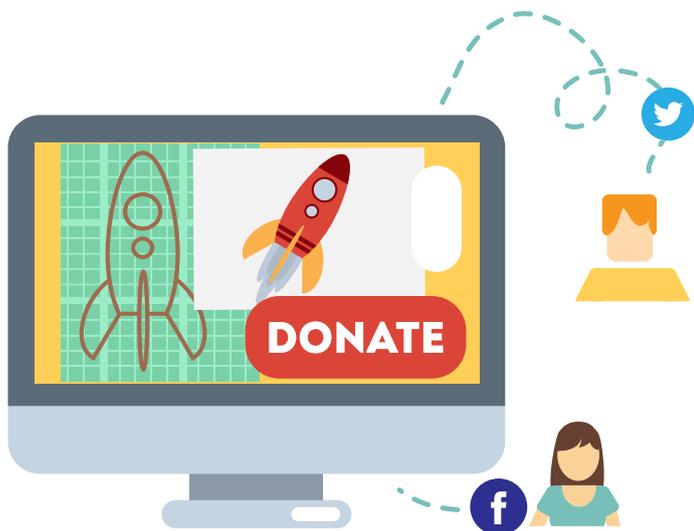
Creating such a page is quite easy. Simply click on 'Create a Page' on the taskbar located on the left-hand side at the top of your newsfeed and follow the steps thereafter. Also, make sure you have a striking photo to include as a profile picture and another for the cover photo.

When planning your content for your Facebook page, do keep the following in mind:

- **Keep posts simple and short.** No one has time to read an essay-and-a-half on their phones, or while taking a five-minute break from work.
- **All posts should have a photo, video or link.** In a world dominated by images, words alone simply won't do the trick.
- **Proof everything you post before you post it.** A spelling mistake can get the Grammar Nazis on your back, diverting attention from your point.
- **Filter everything you post.** Read all articles, watch all videos, and double check every image you're planning on posting. What you miss, someone else is bound to pick up on – and it could be embarrassing or, worse, damaging.
- **Keep it fun and informative.** Always make users feel like they're getting something out of the content you're sharing; whether that's a good laugh, an emotional moment, a new way of folding clothes, or new knowledge, is up to you.
- **Link to your ZAAR page as often as possible.** Make life easy for your users, and they'll be more likely to support you.

Nevertheless, simply posting on your Facebook page won't get you very far these days, though. Facebook's

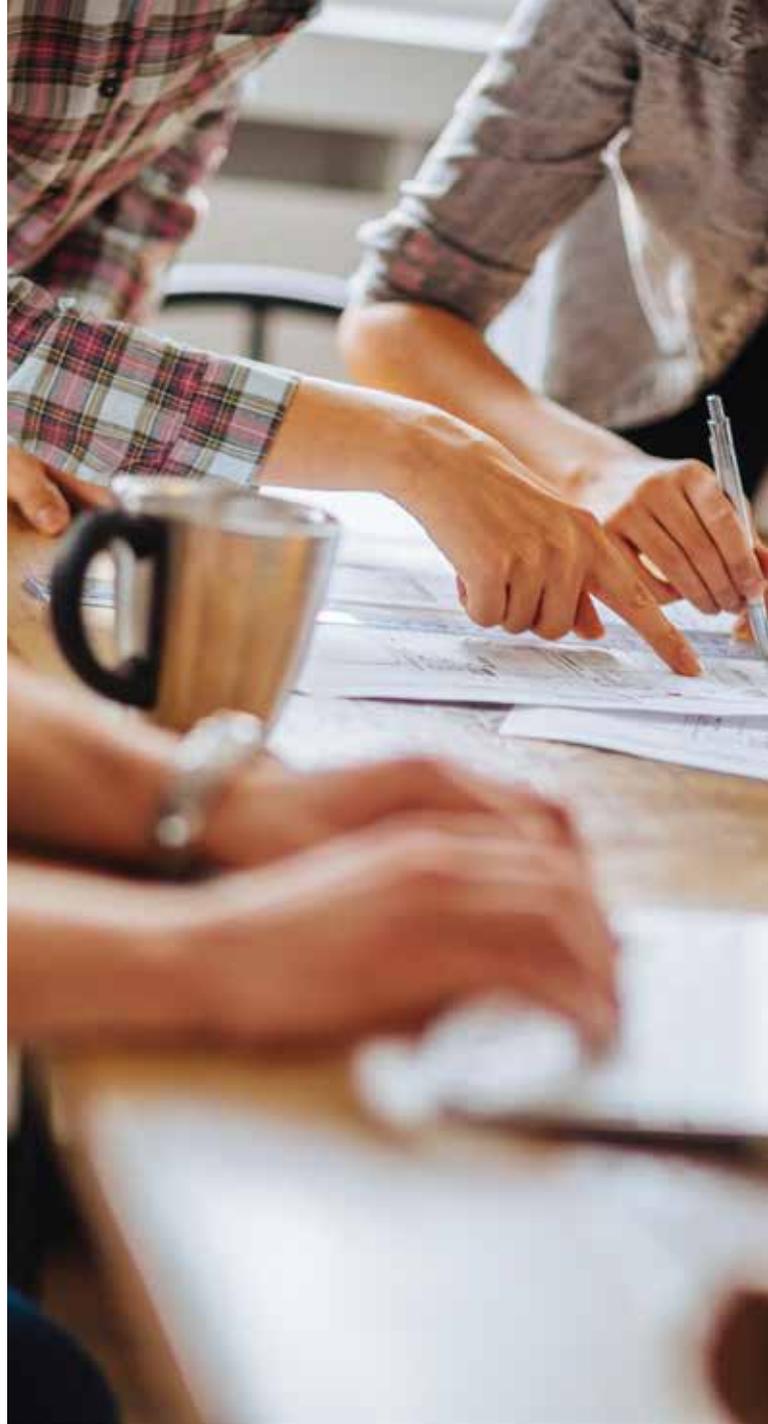




algorithms have changed manifold over the past five years, and the best way to get exposure is to boost your posts and advertise your page and product.

Don't worry, however, as this is rather inexpensive (€50 can take you a long way) and incredibly effective. You can reach thousands with just €10, and you can target your content, meaning that only the people who would find your post interesting, or who live in Malta, or who have 'fitness' as one of their 'Likes', see your posts. This saves you money and gets you the right kind of exposure.

Ultimately, Facebook will be your best tool as it reaches many effortlessly and quickly – so next time someone tells you to 'get off Facebook', tell them you're working!



SO... LET'S RECAP!

- ✔ Facebook is a great platform to get people talking and buzzing about your product or concept.
- ✔ Focus on creating content that is interesting and useful and that your users will find informative.
- ✔ All posts should be proofed, filtered and checked before posting.
- ✔ Always link a post to an image, video or link – preferably, to your ZAAR.com.mt link.
- ✔ Boosting posts and advertising on Facebook goes a long way.

TRADITIONAL MEDIA (PRESS, TV & RADIO)

We may live in a technological age, but traditional media is still an important vehicle for getting your point across – after all, not everyone is a social media junkie like Millennials are.

As ZAAR, we'll be releasing a press release announcing your project is now online in both Maltese and English. For this, our PR team will be in touch with you to discuss the project, your aims, and a few other details, and you will also get to see the press release before it is sent out to the media.

It doesn't have to stop there, however. If you have any contacts that could get you an article on a magazine or newspaper, or who could get you featured on a local TV or radio show, ask them to help you out.

If you don't have any such contacts, feel free to get in touch with us to help you out. Or, simply call the different media platforms and ask for help. We suggest that you ask for the name and e-mail address of the person in charge of the programme you'd like to be featured on. Proceed by sending her or him a detailed e-mail with all the information, and to also attach the press release we'll have written about your project.

What's important to keep in mind is your target audience and the type of project you're promoting. So, for example, if you're trying to crowdfund an arts project, try get in touch with the many programmes on local TV that tackle this subject. But, if your project is more news-related, such as our first fully-funded project, Reunited Pet Cabin, which raised funds for a pet cabin to be built at Mater Dei, then it may make more sense to get it on news programmes.

And, yes, while media people may be busy, they're also constantly looking for new and exciting content for their viewers, listeners and readers... So don't be scared of getting in touch! If you find the right angle for their platform, the results will be mutually beneficial.



SO... LET'S RECAP!

- ✓ Traditional media can still be used to your advantage.
- ✓ Speak to your contacts so they can help you get on TV, radio and in print.
- ✓ Call the various media outlets and get the name and e-mail address of the person in charge of the programme that your project will best fit on.
- ✓ Feel free to get in touch with us for more help and information.



CONCLUSION

So, there you have it... The A-B-Cs and 1-2-3s of getting more exposure for your project!

It's not that difficult if you focus your effort on getting the right kind of exposure, and create a plan on how to promote your product or concept. And, remember, we're here to help if you want to run it by us or if you need any guidance.

Don't forget that while getting the funding will be the first step of many, crowdfunding doesn't work the way traditional funding does. Through crowdfunding you're also building a community of customers who already believe in your product or concept, and who have already invested in it. It's still the first step, but you'll have so much groundwork ready by the time you're fully funded, that your job afterwards will be a million times easier.

So pull your socks up, get off those laurels and get ready to change the world – or your community, or to make your fortune. It's in your hands!

If you have any further questions, or if you'd like to discuss a strategy, why not get in touch with our PR Team at info@writemeanything.com



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