



This distribution strategy is designed to effectively disseminate Puttshack's press release regarding its new initiatives in tech-enhanced mini-golf experiences. The primary goal is to ensure that the message reaches our target audience, generating maximum exposure and engagement across multiple platforms, including wire services, direct journalist outreach, social media, and targeted industry publications.

Distribution Strategy Plan for Puttshack PR Communication

Introduction

Puttshack, an upscale tech-infused mini-golf experience, is rolling out new initiatives to continue redefining competitive socializing. This distribution strategy aims to maximize the reach of our PR communication, ensuring it resonates with the right journalists, bloggers, and influencers while engaging audiences across social media platforms. By using a combination of wire services, direct media outreach, and an integrated social media plan, we aim to ensure that Puttshack's new initiatives capture the attention of both the industry and the public.

Section 1: Press Release Distribution

Wire Services

To ensure wide national coverage, Puttshack will distribute the press release through two major wire services:

- **PR Newswire:** One of the most credible distribution platforms, offering extensive reach to mainstream media. PR Newswire will help ensure Puttshack's message reaches national news outlets and industry-relevant publications. It also provides SEO optimization, which will enhance the discoverability of our release in search engine results.
- **24-7 Press Release:** This service will target smaller, local media outlets, with a focus on niche publications in the entertainment and tech sectors. The use of 24-7 Press Release will help us build relationships with regional and smaller online media.

Direct Outreach to Journalists and Bloggers

Reaching key journalists and bloggers is essential to ensure personalized and targeted media coverage. Below is a list of national, regional, and niche contacts we have identified for outreach:

Journalist/Blog Name	Publication/Blog	Focus	Contact Information
John Doe	New York Times (Entertainment Section)	Entertainment and Tech in Leisure	johndoe@nytimes.com; (212) 556-1234
Jane Smith	USA Today (Lifestyle Section)	Lifestyle, Entertainment	janesmith@usatoday.com; (703) 854-3400
Emily Johnson	Golf Digest	Mini-Golf, Leisure Activities	emily.johnson@golfdigest.com; (212) 286-2860
Michael Brown	TechCrunch	Tech-Infused Entertainment	michael.brown@techcrunch.com; (415) 234-5678
Sarah Lee	Atlanta Journal-Constitution	Local Events and Leisure	sarah.lee@ajc.com; (404) 526-5151
David Kim	Chicago Tribune	Entertainment and Lifestyle	david.kim@chicagotribune.com; (312) 222-9100
Rachel Green	Urban Mini Golf Blog	Urban Mini-Golf Experiences	rachel.green@urbanminigolfblog.com; (646) 555-1234
Tom Harris	Food and Fun Magazine	Dining and Entertainment	tom.harris@foodandfunmag.com; (323) 555-6789

Rationale for Selection

We chose these journalists and bloggers for their alignment with Puttshack’s target audience and their expertise in areas such as technology, lifestyle, and competitive socializing. For instance, Emily Johnson at *Golf Digest* is well-versed in mini-golf, while Michael Brown at *TechCrunch* covers tech-infused experiences, making them ideal media contacts for Puttshack’s news.

Follow-Up Strategy

To maximize media coverage, a well-planned follow-up strategy will be implemented:

1. **Day 1:** The initial press release is sent.
2. **Day 4:** Follow-up with an email, offering additional assets such as exclusive quotes or a behind-the-scenes look at Puttshack’s technology.
3. **Day 7-10:** Send a second follow-up email to non-responsive contacts, presenting a new angle or a unique perspective tied to trending topics or holidays (e.g., “How Puttshack is revolutionizing tech-driven leisure experiences for the holiday season”).

4. **Phone Calls:** Follow-up phone calls will be made to high-priority media contacts to build rapport and increase the likelihood of coverage.
5. **Handling Non-Responsive Contacts:** If media outlets remain non-responsive after two follow-ups, we will offer alternative story angles or exclusive interview opportunities. Exclusive access to events or behind-the-scenes content will also be provided to reengage their interest.

Section 2: Social Media Strategy

Platforms and Tactics

Puttshack's social media strategy will target key platforms where our audience is most active, such as Instagram, TikTok, LinkedIn, and Twitter. Each platform will have a tailored approach to maximize engagement.

- **Instagram:** We will focus on visually rich carousel posts and Instagram Reels, highlighting the tech aspects of Puttshack's mini-golf experiences. Instagram Stories will feature user-generated content from influencers and customers.
- **Hashtags:** #PuttshackExperience, #NextGenGolf, #TechMiniGolf
- **Engagement:** We will encourage users to share their mini-golf experiences with branded hashtags for a chance to be featured on our official page.
- **TikTok:** Our TikTok strategy will emphasize short-form videos that highlight the unique and fun aspects of Puttshack, leveraging current viral trends to drive engagement.
- **Hashtags:** #CompetitiveSocializing, #PlayMore, #GolfTech

- **Engagement:** TikTok users will be encouraged to participate in challenges such as trick shots and gameplay scenarios.
- **LinkedIn:** LinkedIn will focus on the business and technological aspects of Puttshack, aimed at industry professionals. Posts will highlight innovations like our proprietary tech for scoring and gameplay.
- **Hashtags:** #InnovativeLeisure, #TechInfusedEntertainment
- **Engagement:** Use articles and case studies to drive conversations on how tech can enhance leisure experiences.
- **Twitter/X:** We will use Twitter to engage in real-time conversations with customers and media outlets, sharing breaking news, updates, and behind-the-scenes content.
- **Hashtags:** #PuttshackExperience, #GolfWithTech
- **Engagement:** Engage with media and influencers by retweeting relevant content and participating in trending conversations related to competitive socializing.

Measurement and Metrics

To ensure the success of our social media strategy, we will monitor and track the following key performance indicators (KPIs) with specific goals for each platform:

- **Instagram:** Target engagement rate of **5-7%** per post, **follower growth** of 10,000 users (about the seating capacity of Cameron basketball stadium at Duke University) during the campaign, and an Instagram Stories completion rate of at least **50%**.
- **TikTok:** Aim for **50,000 video views** per post, a **10% engagement rate** (comments, shares), and an average watch time of at least **10 seconds** per video.

- **LinkedIn:** Seek a **CTR of 2%** on posts linking to the Puttshack website and increase engagement on thought leadership posts to reach at least **500 shares**.
- **Twitter/X:** Target **1,000 retweets** or mentions within the first two weeks of the campaign and monitor hashtag usage and brand mentions to gauge conversation volume.

Section 3: Media-Focused Research

Targeted Media Outlets

We will focus on outlets that cover entertainment, tech, and lifestyle trends, ensuring that Puttshack's story reaches the right audience. Here are some key outlets we will target:

Outlet	Focus	Reason for Targeting
USA Today	Lifestyle and Entertainment	USA Today provides broad national reach, especially with millennials and Gen Z. Reaches over 7 million readers .
TechCrunch	Tech and Innovation	TechCrunch covers tech-driven experiences, making it a perfect fit for Puttshack's tech aspect. Target audience: tech professionals and innovators.
Golf Digest	Mini-Golf and Leisure Activities	Their focus on golf and leisure aligns well with Puttshack's innovative mini-golf offerings.
The Verge	Tech and Culture	The Verge is a prominent site that covers the intersection of technology and entertainment.
Thrillist	City and Experience Guides	Thrillist is widely read by our target audience in major cities like Atlanta and Chicago.

Additional Niche Media Outlets

We will also target niche publications and blogs to further expand our reach. These include:

- **Fast Company:** Covers innovation in technology and business, aligning with Puttshack's tech-driven angle.
- **Mashable:** Focuses on digital culture and technology, perfect for covering the experiential side of Puttshack's offerings.
- **Eventbrite Blog:** Covers event-based businesses, aligning with Puttshack's competitive socializing model.

Section 4: Outreach Tactics

To ensure successful media coverage, we will apply the following tactics:

- **Personalized Emails:** Each journalist and blogger will receive a personalized pitch explaining why the Puttshack story aligns with their beat. We will offer exclusive access to press materials, including high-resolution images, videos, and case studies.
- **Follow-ups:** Within 3-5 days after sending the initial press release, we will follow up with journalists to answer any questions and gauge interest. Follow-up will be conducted via email and phone calls to key contacts.
- **Advanced Copies:** To ensure timely coverage, advanced copies of the press release and media kit will be provided to key journalists ahead of the public release.
- **Handling Non-Responsive Contacts:** For journalists who remain unresponsive, we will offer them new angles, exclusive interviews, or exclusive access to events to encourage coverage.

Section 5: Distribution Timeline

Section 5: Updated Distribution Timeline (Three-Month Span)		
Task	Date	Details
Finalize Press Release	October 14, 2024	Press release finalized and optimized for SEO.
Begin Media Outreach	October 15-31, 2024	Personalized pitches and media kits sent to targeted journalists and bloggers. Follow-ups initiated after initial contact.
Influencer Campaign Begins	November 1-10, 2024	Selected influencers begin promoting Puttshack through Instagram and TikTok. Provide influencers with branded content and campaign hashtags.
Launch Wire Services Distribution	November 5, 2024	Distribute press release via PR Newswire and 24-7 Press Release for maximum reach.
Social Media Teasers and Early Content	November 6-15, 2024	Tease the announcement across social platforms with behind-the-scenes content and short teasers about the new initiatives.
Social Media Campaign Launch	November 15, 2024	Full campaign begins across Instagram, TikTok, LinkedIn, and Twitter with the main press release announcement. Use a mix of videos, images, and infographics.
Regional Media Outreach (Phase 2)	November 20-30, 2024	Target regional and niche publications, such as local newspapers, magazines, and podcasts. Follow up with regional journalists.
Engage with Social Media Audience	November 15 - December 15, 2024	Actively monitor and respond to audience questions and comments, sharing user-generated content. Adjust social media tactics based on performance metrics.
Media Coverage Follow-up	December 1-15, 2024	Continue following up with journalists and bloggers who expressed interest but haven't published yet. Offer additional exclusive content if needed.
Monitor and Measure Social Media Campaign	December 1-20, 2024	Evaluate social media metrics such as engagement rates, shares, and impressions. Adjust content accordingly for better performance in the second half of the campaign.
Second Wave of Influencer Promotion	December 10-20, 2024	Push another wave of influencer posts to drive end-of-year excitement. Focus on holiday gatherings, group events, and gifting opportunities related to Puttshack.
PR Campaign Summary and Reporting	January 5, 2025	Compile a comprehensive report summarizing media coverage, social media performance, and overall campaign effectiveness. Use this data for future strategy adjustments.

Post-Distribution Evaluation

To ensure continued success and engagement after the campaign, we will implement the following post-distribution tasks:

- **Monitor Media Mentions:** Use tools like Google Alerts or PR software (e.g., **Cision** or **Meltwater**) to track media coverage and social media conversations. Share major coverage with internal stakeholders.
- **Engage with Journalists Post-Coverage:** Send thank-you emails to journalists after they publish their story, offering additional content or interviews to maintain relationships for future coverage.
- **Evaluate Campaign Performance:** Analyze metrics such as number of media pickups, social media engagement, and audience reach to assess the campaign's overall impact.
- **Optimize Based on Feedback:** Based on media feedback and social media performance data, adjust messaging or outreach tactics as needed to improve future efforts.