



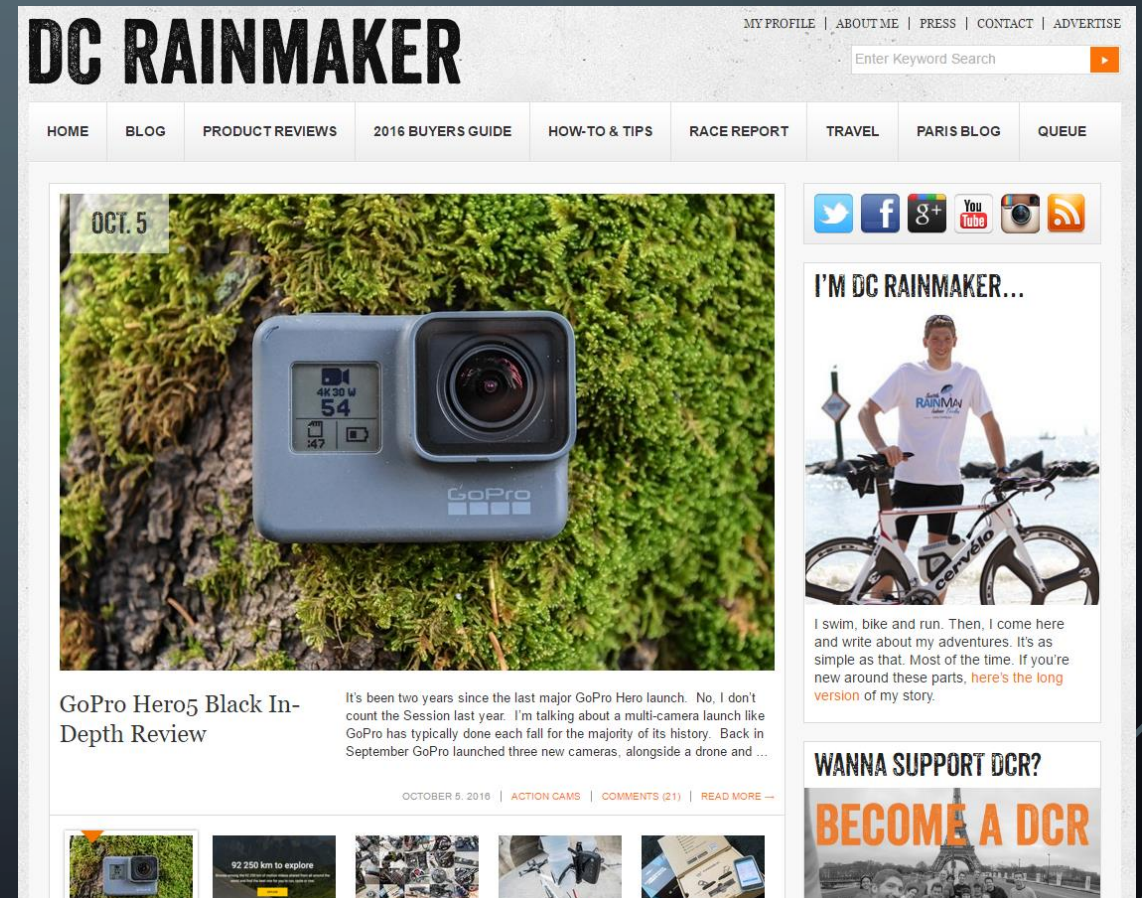
DC RAINMAKER

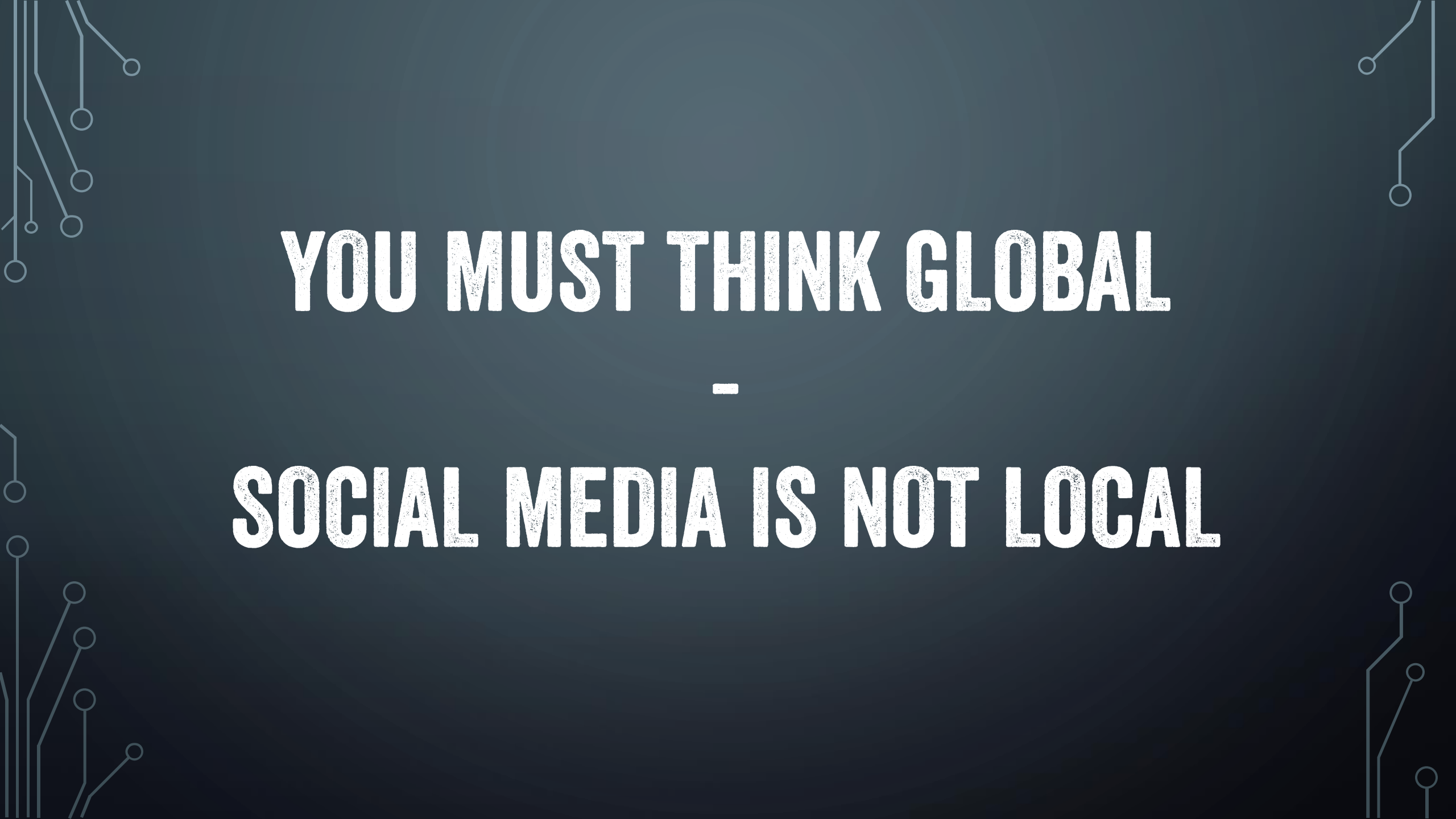
ONLINE TIPS FOR TECHIES:

LEVERAGING BLOGGERS AND SOCIAL MEDIA

A BIT ABOUT THE SITE

- Started in Sept 2007 as a personal blog
- All about in-depth technology reviews...but also first looks and previews
- Reviews are the primary initial driver of traffic
- Over 4.4 Million page views/month, 3.3 Million uniques/month
- 60K on Facebook, 40K on Twitter, 30K on YouTube
- Revenue based primarily on affiliate links
- No advertising from product segment I review

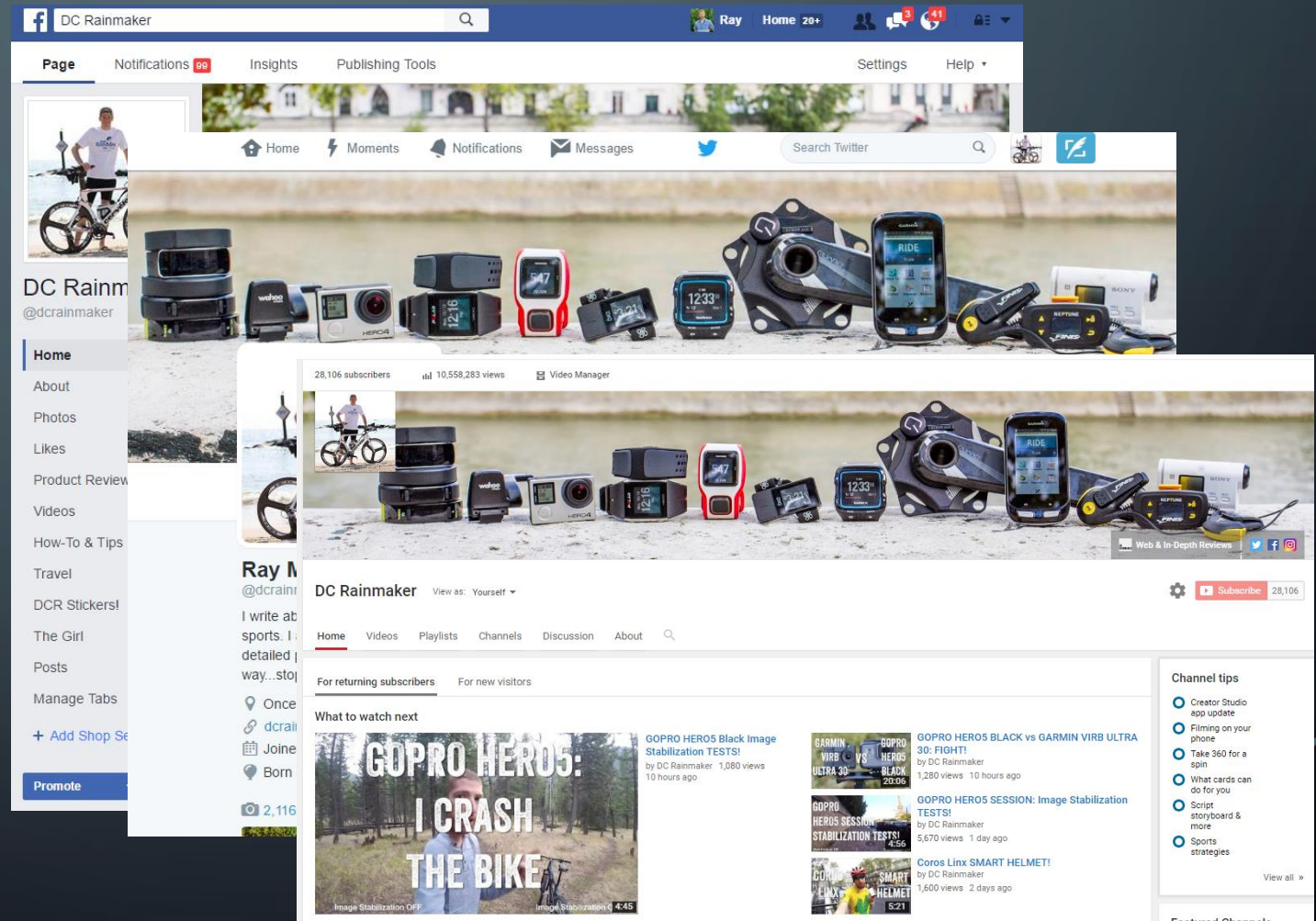


The image features a dark blue background with white, stylized circuit board traces in the corners. These traces consist of lines and small circles, resembling electronic components or data paths. The main text is centered and reads:

YOU MUST THINK GLOBAL
—
SOCIAL MEDIA IS NOT LOCAL

WHO IS SOCIAL MEDIA?

- It's bloggers...
- ...and YouTubers
- ...and Instagrammers
- ...and Vloggers
- ...and Twitterers
- ...and BuzzFeed
- ...and it's your teammate on Facebook



WHO FITS WHERE?

- Traditional Mainstream Media: NY Times • BBC • ESPN • CBS, FOX, ABC
- Mainstream Sport Magazines: Runner's World • Bicycling Magazine • Triathlete Magazine • Men's Health
- Tech Media: The Verge • Engadget • TechCrunch • Wired
- Blogs: Me! • Cycling Tips • Bikeradar • Velonews • Lifestyle Blogs
- Non-Written Social Media: Instragram • Facebook • Snapchat • Etc...

HOW DO YOU REACH YOUR TARGET?

- Is it really the NY Times or CNN?
 - Garmin, Fitbit, Under Armour: Yes
 - Moxy, Quark, Kinomap: No
- Ensure your target is size appropriate for your goal
- Traditional advertising is often far less effective than spending money getting product in peoples hands
- Online/social awareness is more global, than a local ad

STEP 1: WHAT'S YOUR GOAL?

- Is it brand awareness?
- Is it a specific product launch?
- Is it to get major media coverage?
- Is it to get ambassadors?
- Is it to get grassroots (smaller outlet) coverage?
- Is it to get sponsored athletes?
- Is it simply product validation?

IS YOUR GOAL MEASUREABLE?

- You're going to spend money (either in time or cash), can you track that?
- Ask bloggers for stats on posts, but mainstream won't likely give this to you
- Tracking links to company sites are tricky though (I consider them spammy)
- Coupon codes are great for tracking conversions

STEP 2: MAKE YOUR PITCH REALLY CLEAR

- Can you explain it in under 30 seconds to a non-believer?
- If not — why not?
- The Kinomap example: Concise features, but hard to explain in an easy way. Tech companies must learn to simplify
- Why do Apple and Fitbit get so much coverage? It's simple to explain in 10-20 seconds on the evening news

STEP 3: ARE YOU GOING TO PAY?

- You need to decide what type of coverage you want
- Sites like myself and mainstream media won't take your money for articles/posts
- But 'new media' sites (i.e. GCN) are a combination of pay to play and news coverage. That's fine, just understand what your goal is.
- Are you sponsoring an athlete or ambassador? What specifically are they doing to do for you? And is that measureable?

STEP 4: APPROACHING AN INFLUENCER

- Are you targeting mainstream media, or independent?
- Do your homework on that individual
 - What do they normally talk/write about?
- Be brief. But concise. No more than a paragraph.
- Don't copy and paste.
- Don't hit me up via Twitter or Facebook (don't look desperate)

STEP 5: DEFINE THE RELATIONSHIP

- Traditional/mainstream media: You don't get to define the relationship
- Everyone else if paid:
 - What is your catch-up cadence with that influencer?
 - What are the metrics being given?
 - What's in it for the influencer?
 - I'd rather spend same money for many people than one influencer
 - The Casey Neistat example

THREE WAYS TO LAUNCH A PRODUCT

- **Method 1:** Getting product in peoples hands pre-launch
(that they can use day to day)
- **Method 2:** Briefings on products ahead of time
- **Method 3:** Launch event/day of announcements

EXAMPLE INFLUENCER LAUNCH: GOPRO VS DJI

- GoPro: Invited handful of media, some sponsored athletes, and some investors
 - Had 10-15min flight per unit
 - Very structured schedule
 - Comparatively limited coverage of Karma drone, missed mainstream media opportunities
- DJI: Invited virtually every major YouTuber in space for NYC event
 - Had seeded tons of units for launch-day videos/posts
 - Had distributors with early access globally
 - Massive online coverage of drone, tons of content available, able to crack mainstream slightly due to product

EXAMPLE OF A WELL EXECUTED LAUNCH: GARMIN VIRB ULTRA 30

- Seeded action cam units during Summer when people would use the product
- Long timelines (2-6 weeks depending on outlet)
- Wide variety of media outlets: Tech, mainstream, gear
- Immediate product availability on announcement day



EXAMPLE OF A LOW-KEY BUT SUCCESSFUL LAUNCH: POLAR M600

- Seeded units about 2-3 weeks ahead of time
- Very specific outlets for access, very targeted (just a handful)
- Got wide coverage, partly due to product, but partly due to having it in peoples hands
- Didn't have near-term product availability



SIDEBAR MEDIA EVENTS

- Likely the most successful way to get media coverage *if* executed correctly
- Don't waste time with marketing rah-rah (I'm not going to wear your kit, and no other media outlet will either)
- Time it just ahead of major events (Interbike/Eurobike/Sea Otter/CES/etc...)
- Don't be same-day embargoed



HOW A PRODUCT SIDEBAR WORKS

- Understand it's small: Really only 10-20 major outlets in total for most niches
- Three ways in-person launches occur:
 - Company visits media outlet's offices (they visit me)
 - Me going to company HQ
 - Me going to offsite event
- Typical cadence of a sport tech launch:
 - Presentation (PowerPoint) of what's being announced
 - The actual ride/run/etc...
 - Downloading/analyzing data, post-activity brief
 - Ideal timeframe: 1-2 days

UNDERSTANDING TRADE SHOWS

- If I find your product on the floor at a trade show and didn't know about it, you've failed
- Tradeshows are for ancillary media to touch things, and mainstream media to find unknowns
- This is true of all major media outlets, and all major brands: Apple, New York Times, and everyone in between
- Ideal timeframe is 1-3 weeks ahead of event – Many companies will do 'sweeps' through NYC ahead of CES for example

UNDERSTANDING TRADE SHOWS

- If I find your product on the floor at a trade show and didn't know about it, you've failed
- Tradeshows are for ancillary media to touch things, and mainstream media to find unknowns
- This is true of all major media outlets, and all major brands: Apple, New York Times, and everyone in between
- Ideal timeframe is 1-3 weeks ahead of event – Many companies will do 'sweeps' through NYC ahead of CES for example

SOME FINAL THOUGHTS

- Metrics, metrics, metrics: Views, likes, shares
- Time is the enemy of the media: Before, during, and after launch
- Video is growing massively: But don't overthink it
 - Too much time is spent on in-house production, focus on info and not fancy
- Look carefully at follower stats
- Just make cool shit: Media will always follow cool shit.

THANKS!
(I'M HERE TILL FRIDAY MORNING)

Contact info:

Ray@dcrainmaker.com

www.dcrainmaker.com

The Twitter: @dcrainmakerblog