

MOZCON

2014

WELCOME!



Top 10 PR Tactics and Strategies of Successful Content and Link Building

Lexi Mills • Dynamo PR

@leximills • lexi.mills@dynamopr.com

#MozCon

Content Placement and Links



You Don't Need Media Relationships to Get Coverage

Building Better Media Relationships Will Increase the Impact of Your Content Work

Do You Want to Be as Good as PR's or Better?



SKY NEWS



The screenshot shows the Sky News website interface. At the top, there's a navigation bar with links for HOME, UK, WORLD, US, BUSINESS, POLITICS, TECHNOLOGY, ENTERTAINMENT, STRANGE NEWS, and WEATHER. The main headline is "Google Search Update 'To Help UK Business'" dated 12 April 2011. Below the headline is a large image of the Google logo with silhouettes of people. To the right of the main article, there are several smaller featured stories and advertisements, including one for "Summer SALE 50% OFF" and another for "millets". The article text discusses Google's search engine update, known as Panda, and its impact on UK businesses.

Google Search Update 'To Help UK Business'
4:45pm UK, Tuesday 12 April 2011

Google has said change affects more than 1.7% of search queries through its engine.

By Chris Craggan, Sky News Business

An overhaul of Google's search engine aimed at increasing the quality of search results could benefit UK businesses, according to one expert.

The new system, known as 'Panda', lowers the ranking of sites with aggressive advertising and repeated content, meaning they will receive less traffic from Google.

It was rolled out in the US last month, and has now been implemented in all of Google's English language websites.

It's hoped that the change will help businesses here whose traffic is diverted away by such sites.

It also means that legitimate businesses could get caught out, however, if they have a lot of advertising on their websites.

Will Critchlow of Stathead, a London-based Search Engine Optimisation (SEO) specialist, told Sky News the effect would be positive for most businesses.

"The move to a system like this is something that the industry has supported for some time and it's a big win for most businesses."

"As many as 12% of all Google searches are affected by this issue, so it's a welcome change."

There have been complaints from a number of genuine companies in the United States who suffered from the changes.

According to Critchlow, some have reported as much as a 30% decline in their web traffic the week the update was released.

Comparable figures for the UK should be made available in the coming weeks.

SKY NEWS



ComputerWeekly.com



Pocketlint



PC ADVISOR

Panda Changed: The Way Publishers Think and Operate Their Perceptions of SEO and SEO's



A full-page background image showing a person in a red jacket and dark pants climbing a steep, snow-covered mountain slope. The sun is high in the sky, creating a strong lens flare effect. The text "Focus Your Strategies on Helping Media Overcome Their Challenges" is overlaid in the center in a white, bold, sans-serif font.

Focus Your Strategies on Helping Media Overcome Their Challenges

A person in a red jacket and dark pants is climbing a steep, snowy mountain slope. The sun is high in the sky, creating a bright lens flare. The snow is white and textured, and the sky is a deep blue.

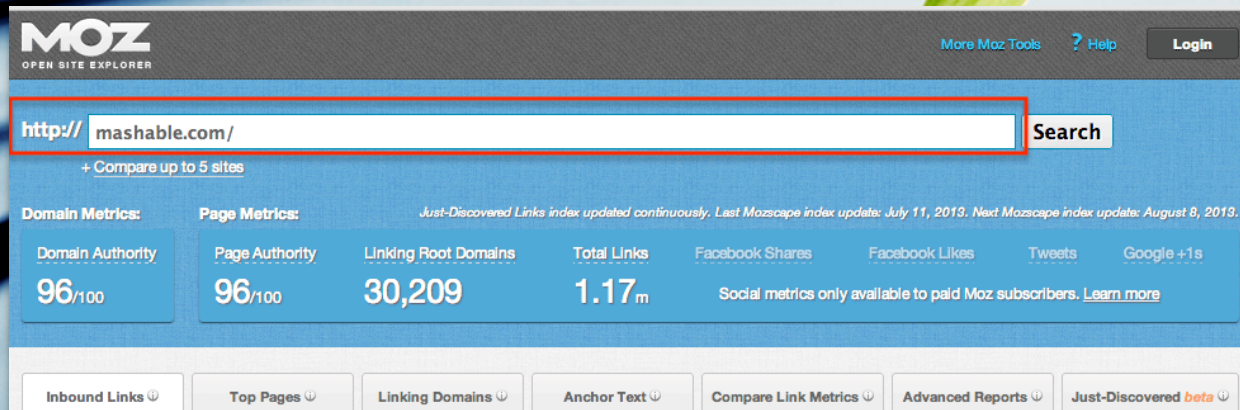
10 Steps Ahead of Every Seasoned PR out There



Google



Top Pages



MOZ
OPEN SITE EXPLORER

More Moz Tools ? Help Login

http:// Search

+ Compare up to 5 sites

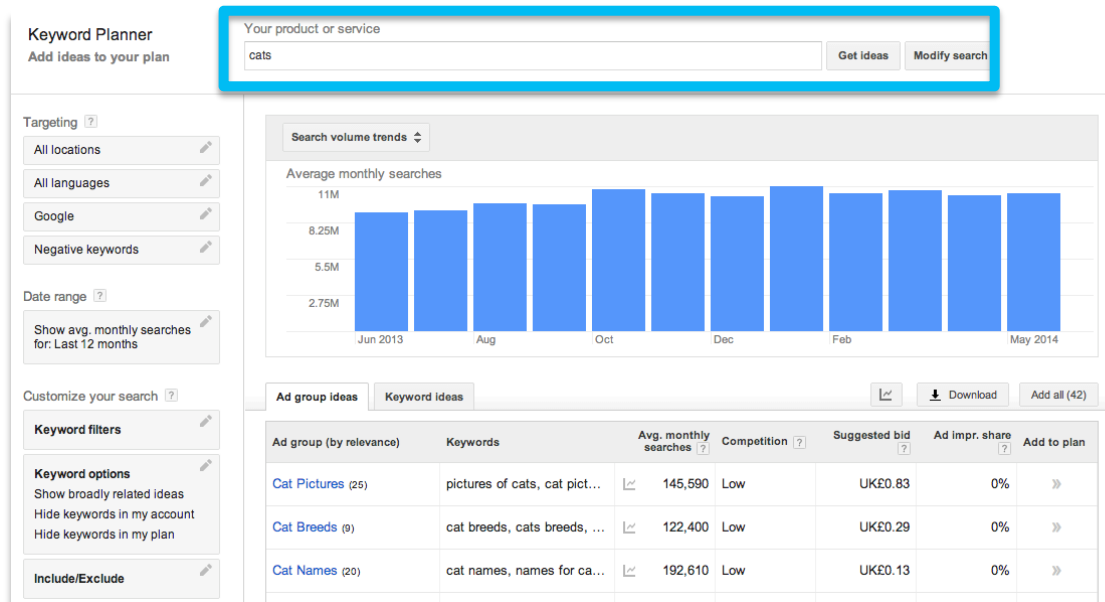
Domain Metrics: Page Metrics: Just-Discovered Links index updated continuously. Last Mozscape index update: July 11, 2013. Next Mozscape index update: August 8, 2013.

Domain Authority	Page Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1s
96/100	96/100	30,209	1.17 _m	Social metrics only available to paid Moz subscribers. Learn more			

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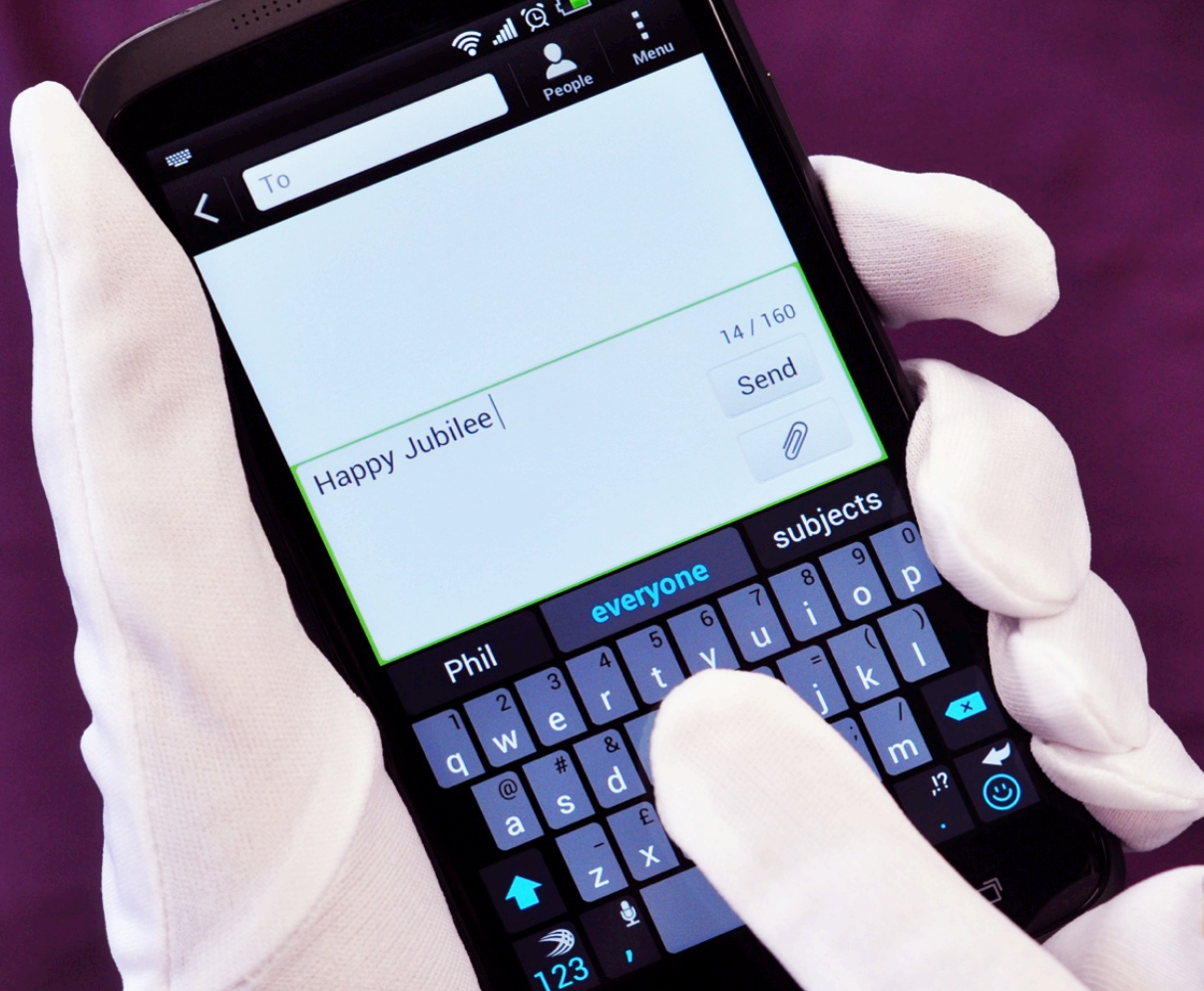
Search Volume

Pitch Based on Search Volume









BBC Sign In News Sport Weather iPlayer TV Ra

NEWS TECHNOLOGY

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1 June 2012 Last updated at 09:40 [Share](#) [f](#) [t](#) [e](#)

Queen's speech: App lets you text like Her Majesty

A new mobile phone app helps Android users to write emails, texts and tweets in the style of the Queen.

The software has been developed by the British company Swiftkey and predicts words and phrases the Queen is statistically most likely to type.

The app is based on analysis of Queen Elizabeth's published speeches since coming to the throne in 1952.

According to the company's research, "My government will" is the most used word sequence in the Queen's language.

Swiftkey co-founder Ben Medlock told the BBC that all publicly available Queen's speeches and addresses were electronically analysed to develop the software.



The mobile phone app emulates the Queen's speech

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Camilla's hug with

Daily Mail

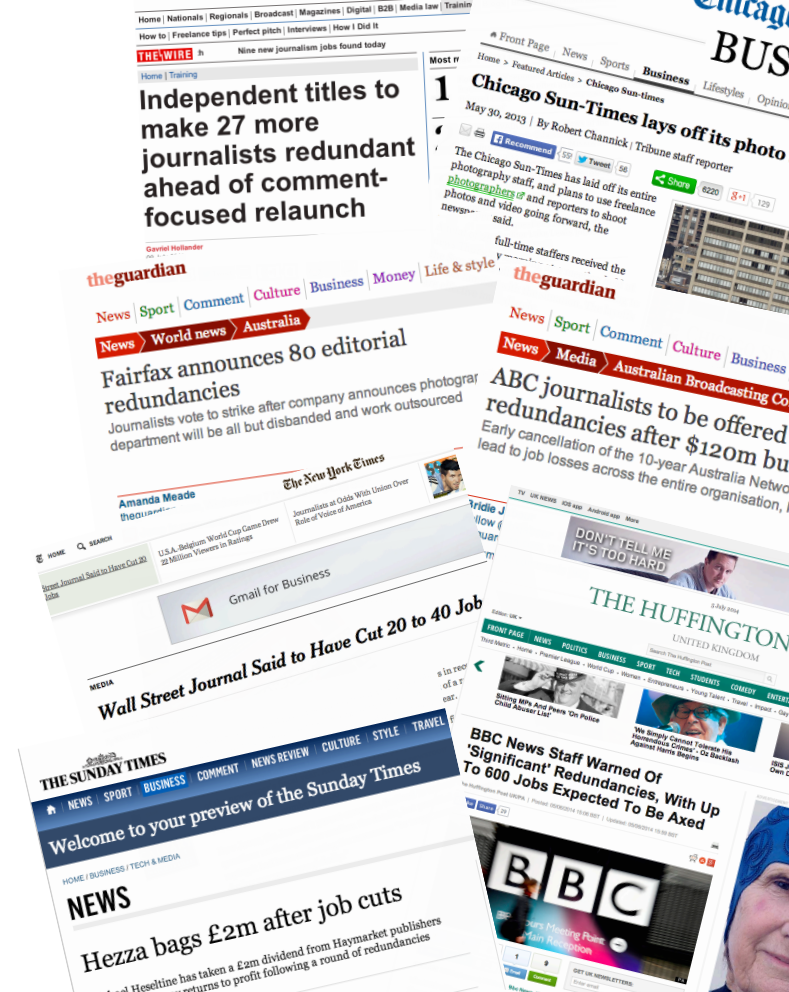
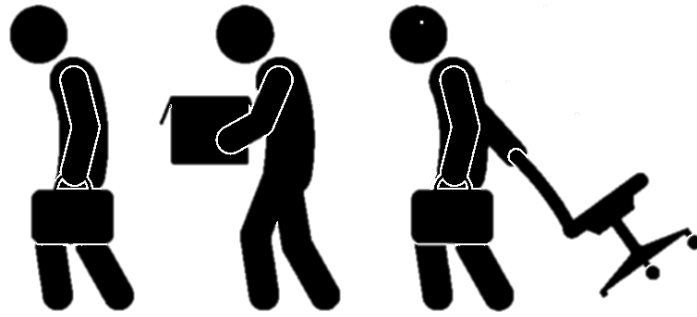


GIZMODO

YAHOO!



SHORT & SWEET



A large crowd of people, many holding cameras, sitting in orange chairs at a conference or event. The text "Growth in Freelance Journalists" is overlaid in white.

Growth in Freelance Journalists

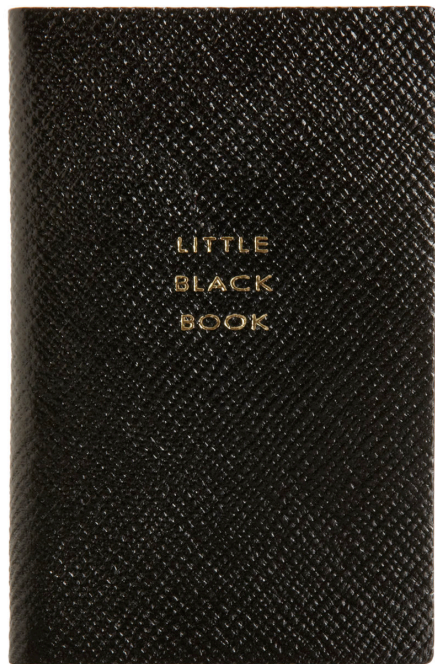
Contract Freelancers

Contract Them To:

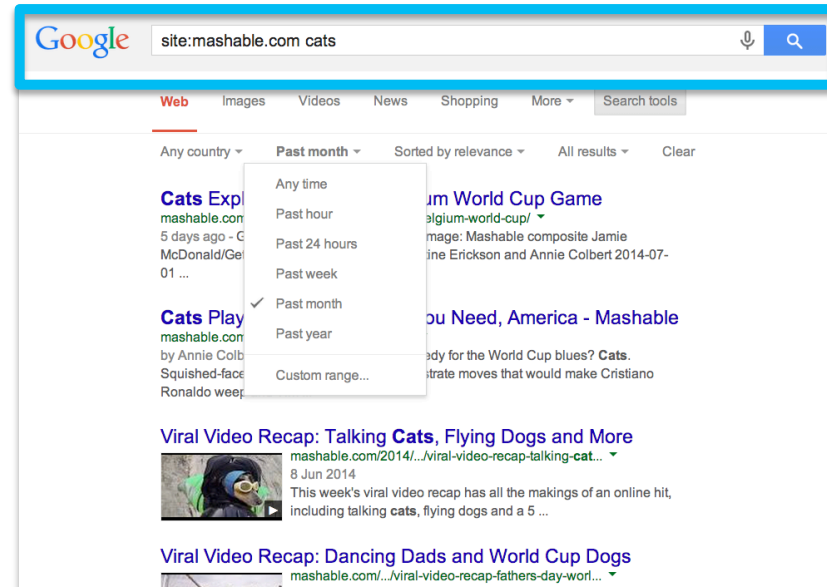
- Do interviews
- Do filming
- Write forwards to research documents and white papers
- Sell in stories
- Survey questions
- Craft press releases
- Bylines or guest posts
- **Must Have Worked Recently in the Area You Are Targeting**



Managing Media Movement



Site Search Targets





Less Time and Fewer Resources To:

- Research
- Source Experts
- Locate Case Studies
- Create Video Content
- Find Images



Content Assets Orbit Your Campaign



Reduce Risk of Failure and Increase Impact

Host on Website And



Q&A's, Interviews and Quotes

These don't have to be live interviews!

Questions

- Especially useful to pre-write these if the client is nervous or has limited time.

Quotes

- Write "Quotes" on their behalf and then you just need sign off.

the guardian

News Sport Comment Culture Business Money Life & style Travel Environment

Professional Guardian Small Business Network Events Small Business Showcase


Small Business Network

Live Q&As

About this series

A series of live Q&As

Most recent



Live Q&A: How to save 30 minutes in your working day

30 Jun 2014: Could you be more efficient at work? Our panel will be here on July 3 between 1pm and 2pm to offer advice and answer your questions


149 comments

Live Q&A: Ask our experts about the self-publishing industry

16 Jun 2014: Are you an aspiring writer or editor? Wondering how the self-publishing industry works? Our panel will be here on 18 June between 1pm and 2.30pm to offer advice and answer your questions

189 comments

Live Q&A: Could your small business benefit from using cloud services?



Sponsored feature, 21 May 2014: Do you want to know more about how using the cloud can improve your business operations? A panel of experts will be here to help on 5 June between 12.30pm and 2pm

204 comments

Live Q&A: Ask our experts about running a craft brewing business

19 May 2014: Wondering how to get started in craft brewing, or looking to expand your brand? A panel of experts will be here on May 22 between 1pm and 2.30pm to answer your questions

227 comments


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IT INSIGHTS FOR BUSINESS

HOME NEWS REVIEWS INSIGHTS JOBS

BUSINESS LAPTOPS/PC PRINTERS HARDWARE SOFTWARE MOBILE WORKING SECURITY NET



The new LG G3
£33 tariff
£49.99 upfront

TechRadar Pro Insights Why wallets waned: a Q&A with John Haro, CTO of Vibes

Why wallets waned: a Q&A with John Haro, CTO of Vibes

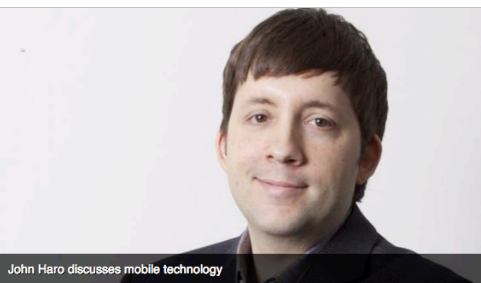
Mobile wallets were supposed to be the rage. Can they still be?

By Juan Martinez May 27th

1 COMMENT

f SHARE 0 TWEET 26 g+ SHARE in SHARE 15

PAGE 1 OF 2 Why wallets went away



John Haro discusses mobile technology

Case Studies



BBC NEWS BUSINESS

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/En

Market Data Your Money Economy Companies

1 April 2014 Last updated at 00:16

Cash flow is king for tech savvy small businesses

By Daniel Thomas
Business reporter

The Decorus Academy ballet school in Bedfordshire has struggled with late paid invoices, just like many small businesses.

According to owner Laura Pendlebury, students would forget to bring their money in before the start of term and she'd have to spend weeks chasing them up.

"When you've outgoings like premises and heating, late payments can be a real problem," she says.

"If I had a receptionist to help me out, it might have been different, but that kind of overhead isn't feasible for me."

Luckily help was at hand in the form of an app called Zapper Scan-to-Pay.

Through the system Laura attaches a specially created QR code to her invoices that contains payment information.



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Flash

theguardian

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Professional FedEx partner zone Supporting business growth

Advertisement feature

Small Business Network partner zone

How small businesses can grow using low-cost technology

For SMEs, utilising technology need not break the bank. Here are some examples of great use of low-cost options among small businesses

Sirena Bergman
Guardian Professional

Facebook Share 49
Twitter Tweet 55
Google+ 11
Pinterest 4
LinkedIn Share 38
Email

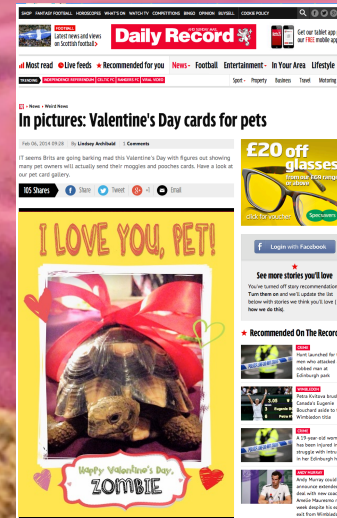


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Competing with Corporate Blogs

343
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Globalization of Media



A close-up photograph of a chipmunk with brown and white stripes on its back, holding three large, shelled peanuts. Two peanuts are in its mouth, and one is held by its front paws. The background is a soft-focus green field.

Store Content Ahead of Vacations

- Pitch at the Latest 1st Week of November
- 1-2 Weeks before National Holidays

Crafting Media Worthy Content Ideas




Seizing Opportunities


lego

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About 142,000 results (0.25 seconds)

 **Scottish independence: Lego dropped from Treasury 'B...**
BBC News - 7 hours ago
Toy maker **Lego** has forced the UK government to stop using its characters to illustrate a campaign against Scottish independence.
Government row with LEGO after using figures for ads
Daily Mail - 4 hours ago
Lego still builds gender stereotypes
The Guardian - 6 Jun 2014

UK government removes Lego figures from Scotland independence ...
Reuters UK - 3 hours ago
Lego asks Government to remove images from website about ...
Telegraph.co.uk - 17 hours ago



Daily Mail The Guardian Telegraph.co... Scotsman Herald Scot... The Courier

Explore in depth (59 more articles)



Lego asks government to remove Scottish independenc...

The Guardian - 6 Jun 2014

A **Lego** image from the government website on 12 things the £1,400 UK dividend could buy Scottish voters. Photograph: www.gov.uk.

Review: Lego Guardians of the Galaxy

Wired.co.uk - 6 Jun 2014

The prospect of a troop of space-bound superheroes on the big screen is exciting but perhaps not as much as new **Lego** sets gleefully ...



The Guardian

Lego makes female scientist figures, after campaign

BBC News - 4 Jun 2014

Lego have announced they are going to make a new set of minifigures which feature women in scientific roles. An online campaign, submitted ...

Lego to launch female scientists series after online campaign

The Guardian - 4 Jun 2014

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UK government denies patronising Scottish voters with ...

The Guardian - 5 Jun 2014

The government denies it has patronised Scots after producing a press release using **Lego** figures to demonstrate all the ways voters could ...

Seizing Opportunities



The ten greatest Lego replica cars

Top Gear - 5 Jun 2014

Made of precisely 1,077 pieces – approximately a thousand more than the real-life classic Mini Cooper, we calculate – the **Lego Cooper** ...

This Lego Mini Cooper is Possibly Cooler Than the Real Thing

Gizmodo UK - 5 Jun 2014

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UK fights against Scottish independence with irony and Lego

Reuters UK - by Tom Heneghan - 5 Jun 2014

Each option is illustrated with the Danish children's toy **Lego**, ranging from a **Lego** woman sunning herself on a beach to a hair salon made out ...

Images fail to build a rapport with Lego

Herald Scotland - 15 hours ago

The suggestions are accompanied by images of **Lego** figures illustrating the activities, which also include "sharing a meal of fish and chips with ...



Lego Is Launching a Radical New Figurine After an Onli...

PolicyMic - 5 Jun 2014

The news: While **Lego** has been happy to sell such innovative products as "Rapunzel's Creativity Power," "Ariel's Magical Kiss" and ...

[Exclusive: Lord and Miller on Marvel Super Heroes in the LEGO ...](#)

ComingSoon.net - 3 hours ago

Now, DC's competition Marvel Comics also has a relationship with **LEGO**, both from their playsets and figures but also from the **Marvel LEGO** ...

Stay up to date on results for *lego*.

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Leveraging Cult Fans



Lego re-creates 'Star Wars' cast
photo with minifigs



Lego's version of the "Star Wars" cast.



The cast photo the Lego image is based on.

Championing Causes

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the *Best Little Cars!* and *FUN TO DRIVE*

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About time too! Lego to launch female scientists series - and it's all down to a Swedish geochemist

- Lego to launch female astronomer, paleontologist and chemist toys
- Idea by Stockholm's geochemist and avid Lego builder Dr Ellen Kooijman
- Leading psychologist Dr Linda spoke exclusively with MailOnline

By **DENI KIRKOVA**

PUBLISHED: 17:58, 9 June 2014 | UPDATED: 19:20, 9 June 2014

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DON'T MISS

▶ The barefoot bride! Fearne Cotton does away with her shoes after marrying Jesse



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The Power to Surprise

About time too! Lego to launch female scientists series - and it's all down to a Swedish geochemist

- Lego to launch female astronomer, paleontologist and chemist toys

Leading psychologist Dr Linda spoke exclusively with MailOnline

PUBLISHED: 17:58, 9 June 2014 | UPDATED: 19:20, 9 June 2014

DON'T MISS

The barefoot bride! Fearne Cotton does away with her shoes after marrying Jesse



News Jacking Current Events



Glastonbury 2014: What if the Pyramid Stage was made of Lego?



Tip: Media Alert vs Press Release

Most Events You Can Plan For

Planning for Topical Events



Put Product Spoofs on Back Order



Link Product Spoofs to Topical Events

EXPRESS Home of the Daily and Sunday Express

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UK WORLD SHOWBIZ ROYAL WEIRD NATURE SCIENCE & TECH HEALTH PROPERTY R

Home > News > Royal > Bathing in style! The Royal baby will have a £399 custom designed engraved bath

Bathing in style! The Royal baby will have a £399 custom designed engraved bath

THE Duke and Duchess of Cambridge are set to receive a custom designed, limited edition Windsor Collection baby bath for when their first child arrives next month.

By: Kirsty McCormack
Published: Fri, June 21, 2013

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The Royal couple will be the proud owners of the bespoke bath, which [costs](#) £399 and will be engraved with the child's name.

[Bathrooms.com](#) will deliver the present from Watford to Clarence House, and are positive that the Royal heir will enjoy splashing around in the old fashioned tub which features a classic golden ball claw-foot and a smooth roll top design.

"Like all first time parents, Kate and William will be keen to spend as much time with their baby as possible," said Susannah Wheeler Midwife from One to One Midwives.



The Victorian-style bath will be engraved with the Royal baby's name

"Moments away from the public eye will be treasured by a high profile family like this, so the more attachment they can form with the baby early on, the better.

"New borns can typically see from an adult's chest to face where they can respond and recognize your face, so bathing is an ideal experience to build memories and bond," she added.

Kate, 31, is rumoured to be planning a modest nursery for the new baby, so she will no doubt love the miniature version of the classic Victorian bath which is fit for a prince or princess.

Other mothers-to-be can also bathe their babies in style as a limited number of the Windsor Collection baby baths will be available for the public to purchase.

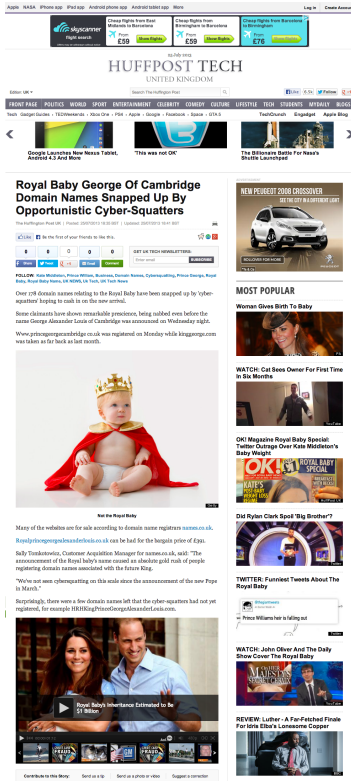
Offline Is an Important Factor to Influence Online



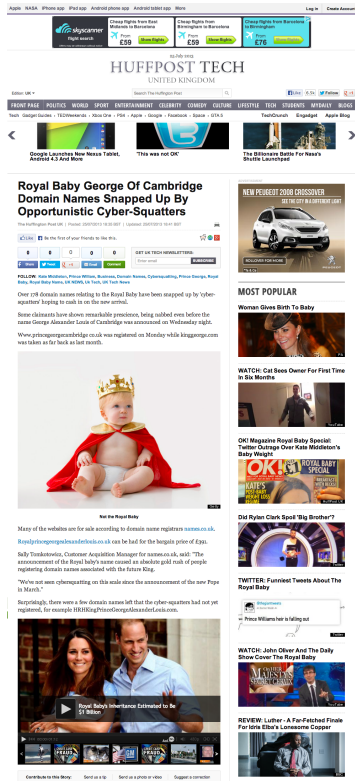


Reduce Risk of Failure

Figures That Grow



Figures That Grow



The Telegraph

Royal baby: cyber-squatters snap up domain names related to Prince George

Mr Henderson, 27, said: "I'd never done anything like this before but I'd

News »
The Royal Family »
Gordon Rayner »
Kate Middleton »
Prince William »

le Prince George

US World Politics Business Tech Science Health Investigations Entertainment Sports Travel Nightly News Meet the Press Dateline TODAY more

 **NBC NEWS** TECHNOLOGY  

GRAND THEFT AUTO
5
Home-brewed
'Grand Theft Auto
4' modified to be
more like 'GTV 5'

Considering that domain registrar names.co.uk tells the Telegraph that over 400 domains based on Prince George's name have already been registered, it's possible that not everyone



Coverage



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NEWS TECHNOLOGY

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Environment Technology Entertainment & Arts

26 July 2013 Last updated at 13:57

Royal baby: Cybersquatters descend on Prince George domains

Cybersquatters have leapt at the chance to register domain names referring to the new royal baby, Prince George.

Within moments of the baby's name being announced, domains such as GeorgeAlexanderLouis.com and princegeorgecambridge.co.uk were taken.

Purchases of domain names mentioning the name "George" rose by 106.9%, reseller Names.co.uk said.

One buyer of a royal baby-related domain has put it up for sale at £10,000.

The owner, Matt James, snapped up hrhprincegeorgecambridge.co.uk on 24th July - the day of the naming announcement.

He told the BBC: "Like most British people, I was glued to the TV, excited about the birth and thought a baby Prince domain name had potential."

Domains were snapped up almost from the moment Prince George was born

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Same Story Different Release



**EMBARGOED UNTIL TUESDAY FEB 19th
AT 00:01 PST / 03:01 EST / 08:01 GMT**

3D printing pen you can hold in your hand launches on Kickstarter

Serial inventors WobbleWorks raising \$30,000 funding for the 3Doodler printer pen project. First shipments planned September 2013

The 3Doodler, the world's first 3D printing pen, launches today on Kickstarter (<http://kck.st/V9zFjX>). Created by the co-founders of WobbleWorks, with over 20 years collective experience developing gadgets and toys, the patent-pending 3Doodler pen is a brand new way of creating 3D objects and will be the most affordable 3D printing device on the market.

Priced from \$50 for early backers on Kickstarter, the 3Doodler has been designed to be compact and easy to use, you just plug it into a power socket and can start drawing anything within minutes.

"We wanted to design a 3D printing device that could be used within minutes, without needing any technical knowledge, software or computers. We also wanted it to be affordable as well as fun, so that anyone could 3Doodle!" said Peter Dilworth, Co-Founder & CEO of WobbleWorks.

The 3Doodler has been in development for a year, with early prototypes in production for the first time this month. When WobbleWorks reaches its modest funding goal of \$30,000, the team will start an initial commercial run, with the first 3Doodlers delivered to backers before Fall 2013.

"Everyone knows how to use a pen, so we designed a 3D printing pen! If you can scribble, trace or wave a finger in the air you can use a 3Doodler. As you draw, plastic comes out of the pen, is cooled by an integrated fan, and solidifies right in front of you. You can draw on any surface and



own 3D objects," said Maxwell Bogue, Co-Founder & CTO of

also, WobbleWorks has also teamed up with leading Etsy
for early backers.

etic Etsy artists to provide limited edition '3Doodles' as well as
hers create amazing objects. We're also creating a 3Doodle
are their ideas, designs, and 3Doodles," said Peter Dilworth,
orks.

pping by September 2013. You can pre-order your 3Doodler
://kck.st/V9zFjX.

-ends-

en. While the plastic extruded from 3Doodler is safe to touch
itself has a metal tip that can get as hot as 270C. There is no
tip while in use, but safety comes first, and we are creating a
to use the 3Doodler, covering off the different techniques and

plastic as its "ink" - just like any of the more expensive 3D
oodler backed on Kickstarter comes with at least one bag of
common plastics around. It's used in most of the plastic objects
a "bioplastic". It's made from corn, is biodegradable and has a
ABS. We are offering both choices as each has its own

n ABS and PLA, and you can also buy ABS and PLA plastic in

spools from a variety of sources.



Same Story Different Release

3Doodler raises \$1 Million in just 2 days on Kickstarter

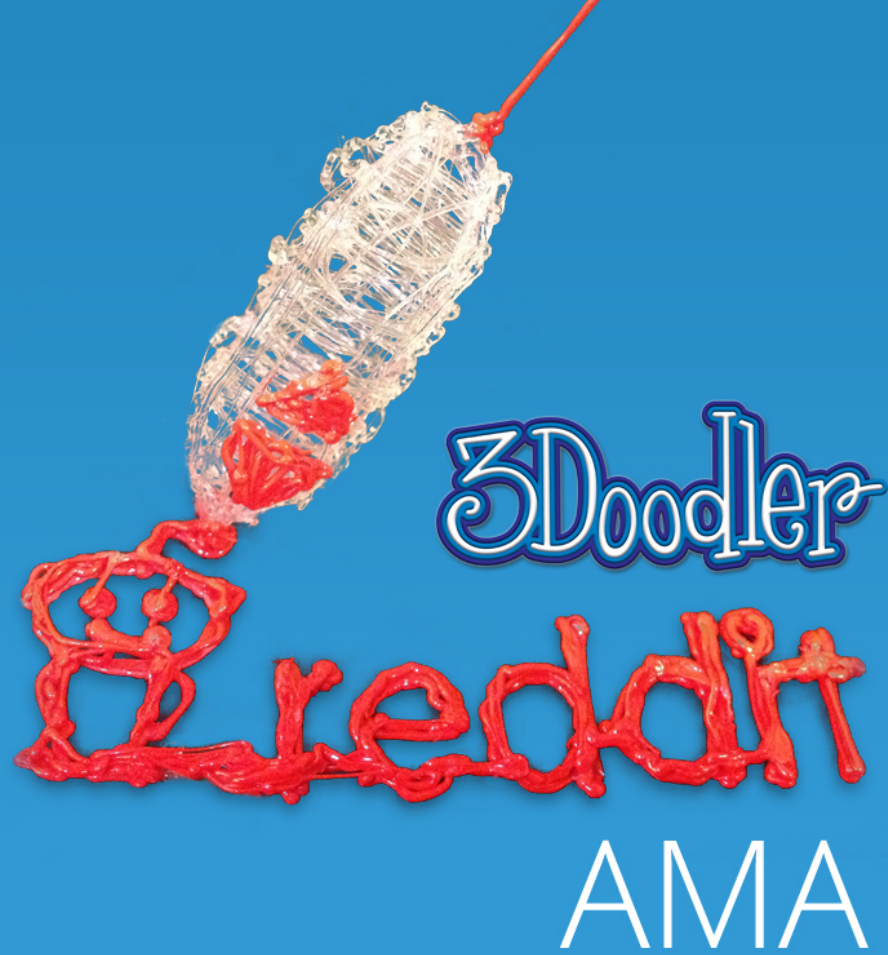
3D printing pen draws \$1 Million from Kickstarter community as it attracts over 12,000 backers in 44 hours

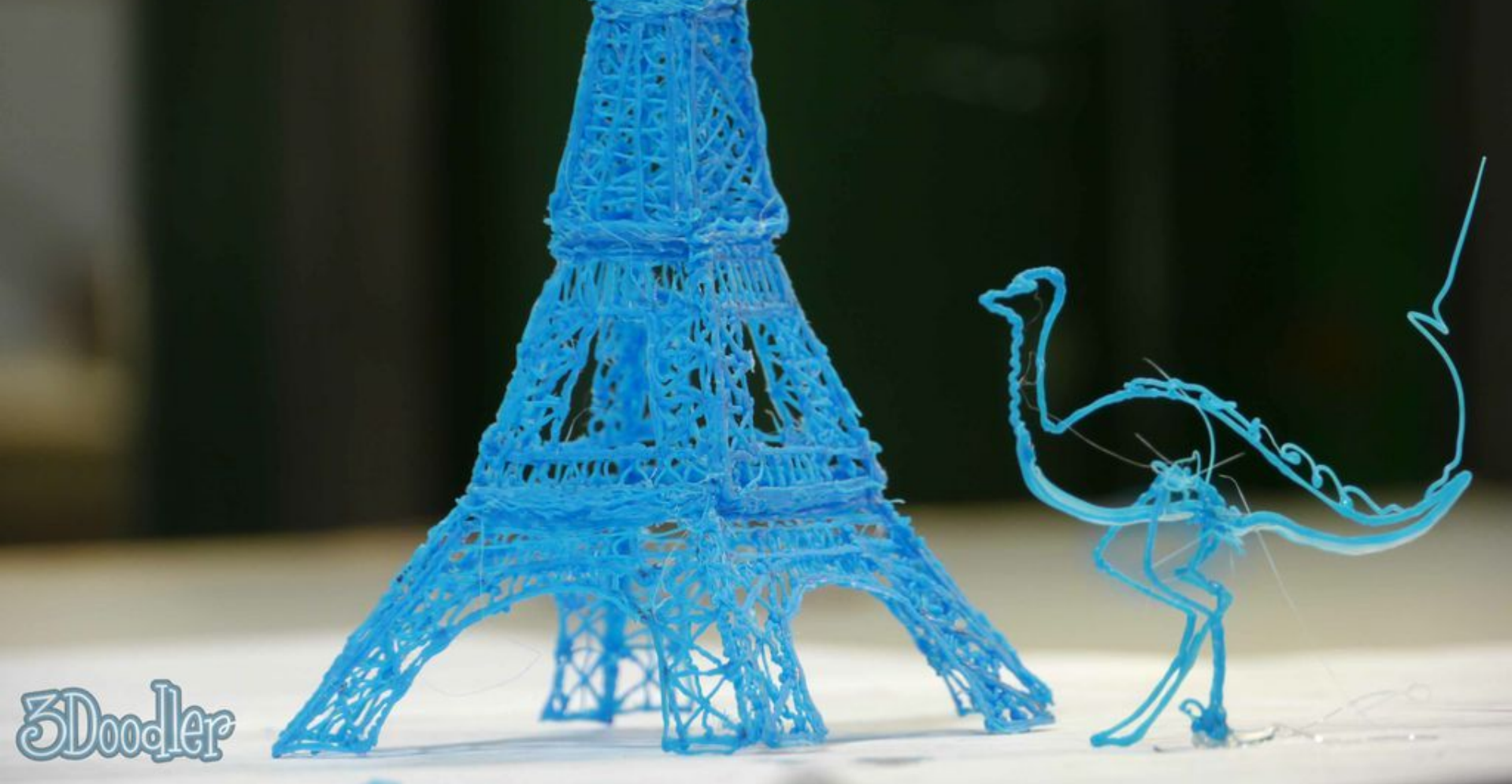
2013, February 21 - 3Doodler, the world's first 3D printing pen, has smashed its Kickstarter (<http://kck.st/V9zFjx>) goal by over 3,685% as of 9:00am on Thursday 21st February, raising over \$1 Million in funding from the internet community in less than 2 days (44 hours). The team set an original target of \$30,000 and reached its goal within hours of launching on Tuesday this week at 3am EST.

3Doodler is the world's first 3D printing pen that allows you to draw in mid-air and create physical versions of your Doodles and ideas. Proving to be a big hit with the design community, the popular Kickstarter project is on course to become 2013's biggest Kickstarter enterprise and is following in the footsteps of Pebble which went onto raise \$10,266,845 in May 2012.

"We initially debated whether we should shoot for \$20,000 or \$30,000 so we're completely overwhelmed by the response from the Internet, hitting a million dollars in just two days. We were prepared though, just in case, and had arranged all the pieces in place to scale rapidly, even this rapidly. We're hearing the message loud and clear - people all around the world love Doodling and want to back our invention," said Peter Dilworth, Co-Founder & CEO of WobbleWorks.



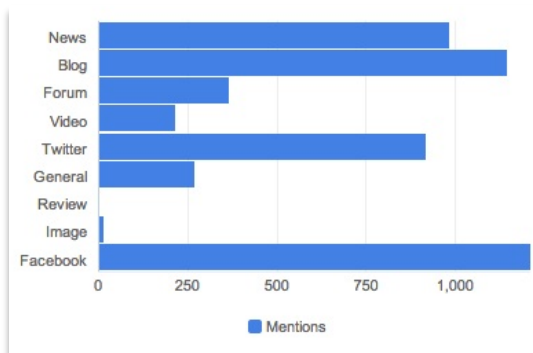
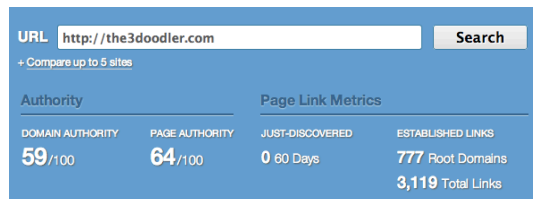




3Doodler



Results









Private View- Launch 1



Phone Sell in- Launch 2



Media Tour-Creating Theatre- Launch 3



Launch Event 4

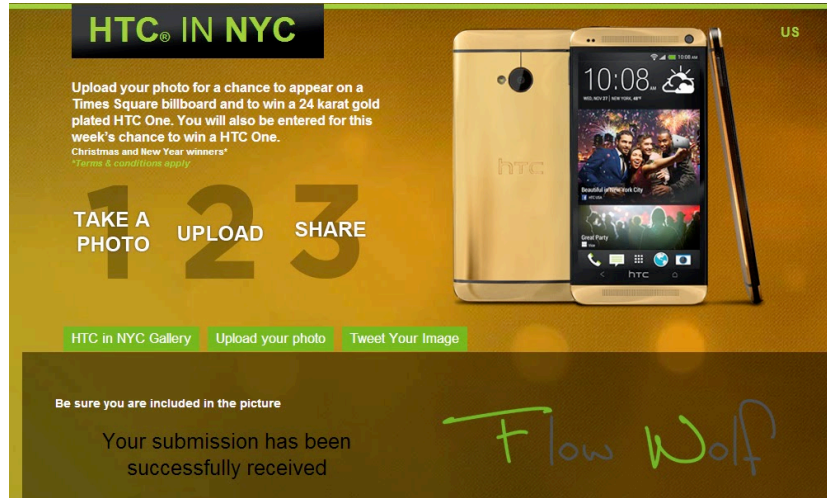




Launch Event 5



Launches Cont.



Global Coverage



HTC One: Big screen... check. Front-facing stereo... check. **MADE OF GOLD**. Er, check

Another blingmobe 'chings into play as part of limited edition set



HTC joins gold rush with \$4,400 special edition One



HTC to offer five genuine gold One smartphones for £2,750 apiece



Limited edition Gold HTC One trumps iPhone 5S and Galaxy S4



£2,750 gold HTC One is a priceless prize for MOBO talent



Forget the gold iPhone, here's the 18ct gold HTC One valued at \$4,400 – but you can't buy one



HTC strike Gold! Priceless 18ct Gold Edition HTC One launched



Sure, you can get the iPhone 5S or the Samsung Galaxy S4 in gold colors, but HTC UK has one-upped them all with an HTC One made of real gold.



Gold HTC One official: Limited edition model goes to MOBO winners



Gold HTC One? That'll Cost You £2,750, Good Sir



Forget the gold coloured iPhone and try the HTC made of real gold

Change in Product Strategy

Shop for **Buy HTC gold** on Google Sponsored ⓘ



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Summary Slide

1. Link building is getting harder
2. Think beyond campaigns for a sustainable strategy
3. Panda was a pivot point in the publishing industry
4. Media share your struggles with Google, your content can help them
5. Analyse social media metrics and top pages for publishers before pitching them
6. They are targeted on Google Plus profiles
7. Search volume can be a pitching tool
8. Hire Freelance journalists
9. A team of more than 2 need management system for media relationships
10. Site search is often more effective in current day than your 'little black book'
11. Hook your content onto popular culture, trends and events
12. Get the right content assets in place before launch, host on website and drop box
13. Don't just go for news articles, look for other opportunities like Q&A, image stories and case studies
14. Learn from analysing the gaming industry
15. When doing product spoofs list products as on back order
16. Find someone or firm to be the third voice in your story
17. Use a media alert instead of a press release to get quicker sign off
18. Structure campaigns with several launch stages
19. Offline activity is one of the strongest linkbuilding tactics
20. Lego are a good source to reference for creating content ideas

Summary Slide

- Make the Medias Job Easier
- Pick Ideas That Can Grow
- Setup Partnerships

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THANK YOU!

SESSION Q&A



Lexi Mills • Dynamo PR
@leximills • lexi.mills@dynamopr.com

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