

GTE Financial

Initial questions to ask:

- What public relations services are currently in place?
- What are the effectiveness/outcomes of those services?
- What public relations services does GTE desire to have?
- What does public relations mean to GTE?
- What goals does GTE have for their public relations services?
- Where do you see GTE in one year, three?
- In terms of public relations and marketing, what is GTE's biggest struggle?
- Are you satisfied with your current social media efforts?
- What amount of coverage would make you happy?
- Who are your main competitors?
- Does GTE conduct research regarding advertising/marketing/PR efforts?

Research to be conducted:

- Demographics of GTE Financial members (if possible)
- Based on social media discussion, possibly analyzing their current social media efforts
- Local competitors and analyzing their demographics (if possible)
- SWOT Analysis

Program Tactics and Estimates

1. Drive inquiries for media coverage

(Estimated 6) Anticipate the same if not more media coverage than previous year. Carefully analyze previous year's coverage and discuss the expectations/reality of coverage

- Update media lists on a regular basis and keep up to date with editorial calendars
- Contact media members to verify appropriate contact on a bi-monthly basis
- Look for opportunities to draft/write a guest column
- Serve as liaison between GTE Financial and reporters- scheduling interviews whenever necessary
- Provide interview-specific media training when necessary
- Post all press releases, interviews, and events to free websites
- Draft and pitch at least 6 feature and transactional news releases over the course of the year
- Carefully construct pitches and story ideas and pitch to appropriate media members
- Look to expand target audience to potential GTE Financial members- angling stories, articles, and interviews to apply to them
- Focus on success stories and member testimonials whenever appropriate

2. Drive sales inquiries and support brand loyalty through speaking opportunities

(Estimated 4-6) Anticipate the same if not more speaking engagements than previous year. Carefully analyze previous year's engagements and discuss the expectations/reality of possible engagements

- Thoroughly research and identify appropriate opportunities available to GTE Financial
- Create a calendar list of potential opportunities and update on a monthly basis
- Consult GTE Financial on interest in potential opportunities
- Draft/pitch/nominate GTE Financial for speaking engagements as they see fit
- Follow up on opportunities

3. Identify and apply for industry and local awards in order to enhance the GTE Financial Brand

(Estimated 4 nominations)

- Thoroughly research and identify appropriate awards on a local, regional, and industry level to nominate the GTE Financial organization, members, employees, and/or branches.
- Construct an award nomination calendar and update on a regular basis
- With GTE Financials approval, draft and submit nominations
- Follow up on nomination opportunities

4. Consultation and reporting

- Monthly meetings or conference calls will take place discussing the program strategies and tactics, any additional strategies or changes to current strategies, as well as progress on existing strategies and goals

- Meeting summaries/notes will be provided to the client
- Monthly summaries of account activity and activity looking forward will be produced
- Monthly clip reports will be provided to the client
- Media relations coaching (i.e. interviews) will be conducted as necessary

5. Enhance brand identity through social media

- Use Facebook as the main medium
- Post GTE events, contests, various happenings, relevant articles to the GTE financial members and potential members, and anything else deemed appropriate on an average of 2-3 times a week
- Interact with SYC members on a regular basis by responding to comments left on the FB page
- Make all media coverage available through the SYC website by posting clippings
- Identify SEO keywords, influences, key drivers, social shares, and hashtags
- Create and share Facebook analytics on a bi-weekly basis- use data to tweak FB efforts

Estimate:

Fees

TBD

Expenses

Miscellaneous expenses fall into this category including postage and travel and the client will be notified of these charges ahead of time.

Audiences to be influenced:

- Current GTE Financial members in market area
- Potential GTE Financial members in market area
- Businesses in market area
- Current members
- Current and potential employees

Media will include:

- Print, television, and radio reporters covering general finance, business, banking topics
- Print, television, and radio reporters covering beats on home loans, auto loans, business, personal, philanthropy, and scholarship
- Editors of guest columns/articles (that we could write for)
- Editors of trade publications

Outcome of the program include:

- Generate media inquiries
- Generate new membership inquiries both personal and business
- Increase member satisfaction, referrals and average monthly utilization
- Position GTE Financial as a preferred personal and business credit union through a carefully devised strategic plan with clearly stated goals

- Note increased social media website traffic
- Note increased general website traffic
- Distinguish GTE Financial credit unions from competitors in the region

Potential Story Ideas GTE Financial

Success Stories

- Heartwarming, personal stories of GTE Financial success that increase brand loyalty and generate inquiries

Coverage on Speaking Engagements

- Look for opportunities with colleges in the area
- Potentially high schools involved in some sort of business club- FBLA, DECA

Scholarship Coverage

- Use to increase number of applicants
- Create coverage for winner

Golf Tournament

- Pre-coverage to build hype around the event
- Coverage during tournament
- Coverage post tournament to announce results and funds raised

Any special campaigns run throughout the course of the year

Possibly doing free seminars on loans

GTE Financial
Local/Regional Media
2013 Editorial Calendar

Pitch Date	Pub. Date	Publication	Topics	Pitch/Angle / Comments	Completed /Notes
8/1	Aug. 2013	<i>Florida Trend</i>	<ul style="list-style-type: none"> The Money Issue Finance, Banking, Taxes, Accounting Ranks & Lists: Banks and Accounting Firms 		
9/1	Oct. 2013	<i>Gulf Coast Business Observer</i>	<ul style="list-style-type: none"> 40 under 40 (best & brightest upcoming business leaders) Economic Forecast (predictions for upcoming year) 		
9/1	Oct. 11, 2013	<i>Tampa Bay Business Journal</i>	<ul style="list-style-type: none"> Banking/Finance 		
9/15	Nov. 1, 2013	<i>Tampa Bay Business Journal</i>	<ul style="list-style-type: none"> Education Colleges/Universities 		
10/1	Nov. 2013	<i>Gulf Coast Business Observer</i>	<ul style="list-style-type: none"> Best Managed Companies 		
11/1	Dec. 13, 2013	<i>Tampa Bay Business Journal</i>	<ul style="list-style-type: none"> Florida-based banks 		
11/1	Dec. 13, 2013	<i>Gulf Coast Business Observer</i>	<ul style="list-style-type: none"> Banking and Finance Best Sales Team 		

11/ 1	De c. 20, 2013	<i>Tampa Bay Business Journal</i>	<ul style="list-style-type: none"> • Florida Colleges/Universities • Post-secondary Education 		
11/ 5	De c. 27, 2013	<i>Tampa Bay Business Journal</i>	<ul style="list-style-type: none"> • Banking/Finance • SBA Lenders/Loans 		