



Digital  
Marketing

# PR on a Shoestring – Using Social Media

Tracy Spence

**“A good reputation is more valuable than money.”**

**-Publilius Syrus**

*Latin Writer and Mime artist*

*85BC to 43BC*

**Publilius is the Latin word for PUBLIC**



# Who are your Publics?



# What's the difference?

## How does it differ from advertising?

Advertising



Public Relations



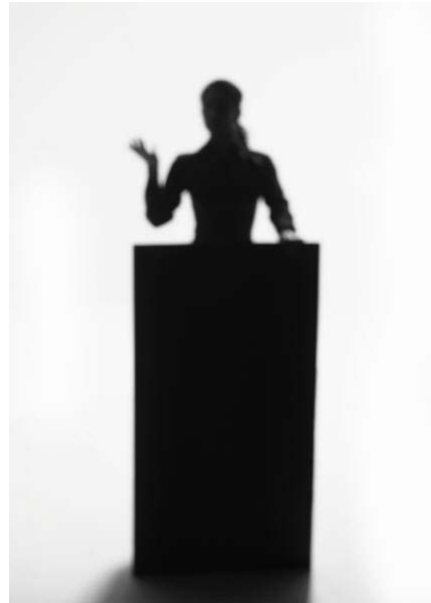
# What's the benefit?

## How does PR benefit your Company?



# How is it done?

## How do the professionals do it?



# Good and Bad News

Bad  
News

Good  
News





# Networking & Public Speaking



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- Q.** Opening Event - THE thing what you remember?  
... The company is **WSI** (www.wsicorporate.com). They are coming to the Baltic States to ... from the 1500 consultants what **WSI** have ... If I were opening this in the US, **WSI's** campaign to end child hunger would be a strong focus as a differentiator ... that have grown across **WSI's** internet ...  
9 answers | Asked by [Kristjan-Paul Raude](#) | January 6, 2009 in [Events Marketing](#), [Public Relations](#)
- Q.** Does anyone have a recommendation for someone who develops custom wordpress designs?  
... Denise here from the **WSI** franchise near Toronto. I'm not sure if this helps, but we have just

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21 Jun 2010 by Tracy Spence

**Internet Marketing Northampton UK.** Internet Marketing for your Website - Hints and Tips on how to promote and grow your business online. Monday, 21 June 2010. Leadership First. As an Emda Approved supplier in the Northamptonshire area, ...

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## WSI in the News: Franchisees in Colombia Now Have an Area Representative!

09 Jul

ON JULY - 9 - 2010

0 COMMENTS AND 0 REACTIONS

POSTED BY MARIBEL GUISTE

I'd like to officially congratulate Hugo Valderrama who was just appointed to be the Area Representative for Columbia. As this region's Area Rep, he'll be responsible for developing region-specific business strategies and coordinating regional "think tank" sessions. Since joining the WSI Franchisee network in 2005, Hugo has actively mentored many franchisees in the area and still works closely with them to expand the WSI brand in Colombia. As a long-standing franchisee, Hugo possesses the... (more...)

Area Representative, WSI In The News, Franchise Development, WSI In The News, Digital Marketing, think tank, WSI Franchise Network,





**PR RELEASE**

**WSI Franchises in Colombia Now Have an Area Representative**

Local Franchisees Will Have an Additional Business Support Channel through a WSI Area Rep.

Toronto, Canada, July 22, 2010 - WSI (www.wsi.com) - WSI, the world's leading provider of digital marketing solutions, is pleased to announce that it has appointed Hugo Rodriguez, an active franchisee with WSI since 2005, to be the area representative for Colombia. Over the years, Hugo has recruited many franchisees in the area and works closely with them to expand the WSI brand in Colombia, ensuring that the opportunity to become the local Area Rep.

Tom Marotta, President of WSI, says, "The area representative model is one of many programs that further equip our field Consultants with the tools and resources needed to continue obtaining digital marketing solutions to their customers. The support franchisees built into the program has been proven to benefit both our franchisees globally as well as our customers. It is only good measure that WSI appoints Hugo Rodriguez to be the Area Rep for Colombia. Hugo is a non-soliciting franchisee who possesses the leadership skills and expertise required to succeed in the role."

WSI Franchisees (Digital Marketing Consultants) continue to benefit from the Area Representative Program since its inception in 2005. The goal of the program is focused to help increase the profitability of local franchisees and expand regional market penetration by introducing additional solutions from the Area Rep's sphere of influence to the franchise system.

Most franchisees, the local Area Rep for Colombia, Hugo, "Colombia is another exciting market from Canada. The United States is the US, we are not in regards to the language but in the way we behave and think. I have a deep understanding of the Colombian market, and I am confident that I will succeed in this role. I am grateful to WSI Corporate for selecting me for to be the Area Rep. My primary goal is to enhance and develop franchisees in the area by providing them the required skills and know-how WSI has provided and to enable them to deliver business services to their clients. I plan to facilitate knowledge sharing and collaboration among our franchisees through webinars, webinars and seminars."

As the Area Rep for Colombia, Hugo and his organization will be responsible for developing region-specific business strategies, creating and executing WSI Consultants in the area and coordinating regional "train the team" sessions.

The WSI Area Representative program is a model whereby selected franchisees are appointed to represent their regions. It was initiated as a local support channel for our franchisees. Also launching the program in 2005, WSI has seen a dramatic growth in Consultants (primarily among regions with an area rep. In addition to Colombia, WSI also has selected Area Reps representing various markets around the world, including US, Canada, Mexico, Latin America, South Africa, other parts of US and Europe.

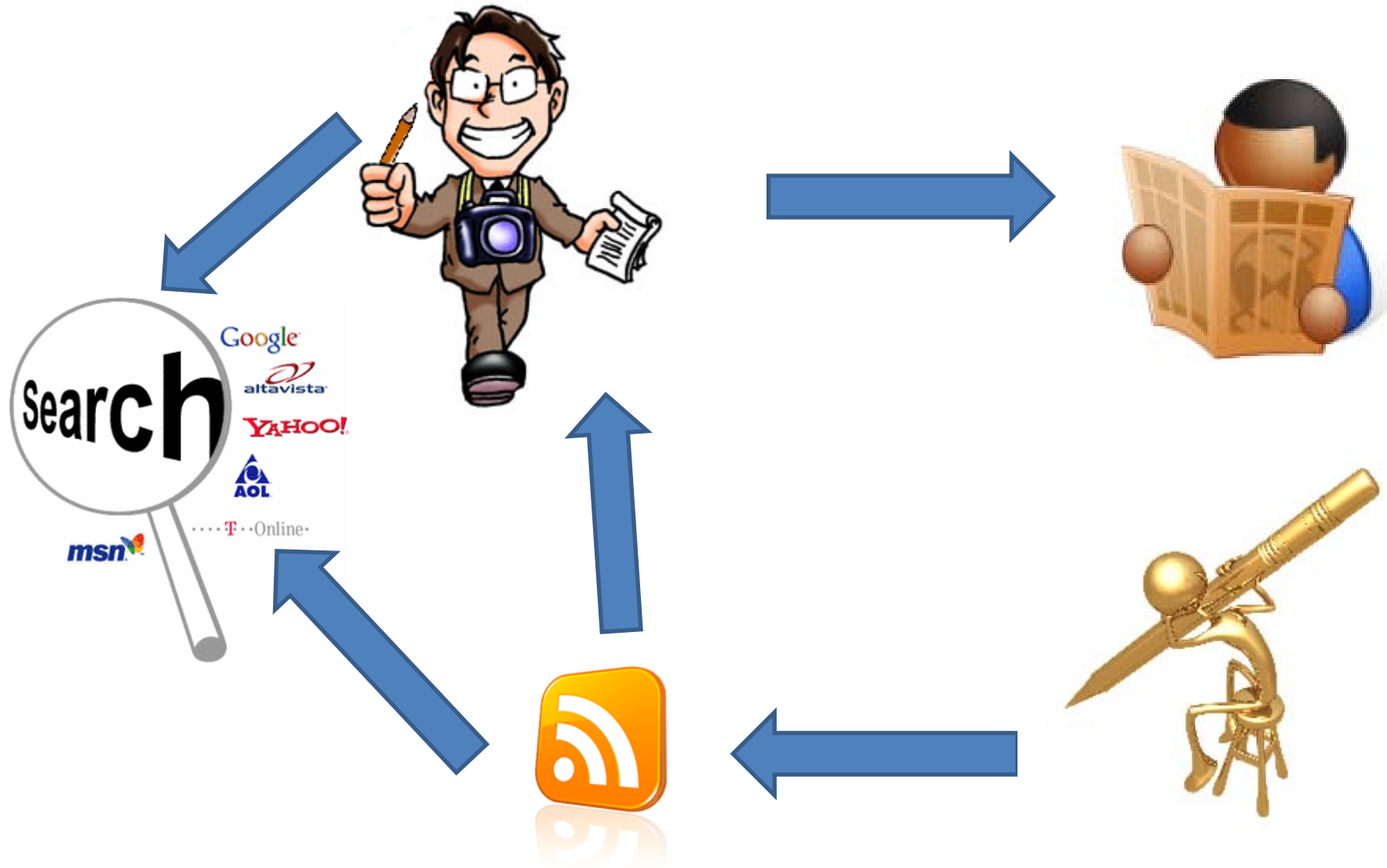
For more information, please contact Maria Rivera-Gelvez at (416) 876-7266 ext. 1879 or maria.rivera@wsi.com



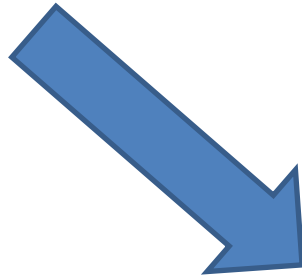
# Media



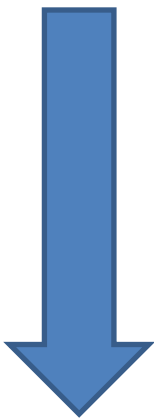
# Press & Press Releases



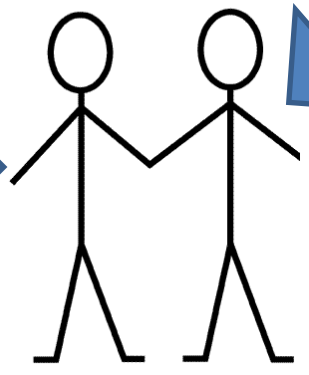
# Viral Campaigns - Twitter



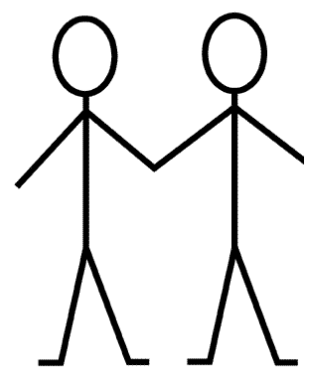
# Viral Campaigns - Facebook



**friends**







**friends**

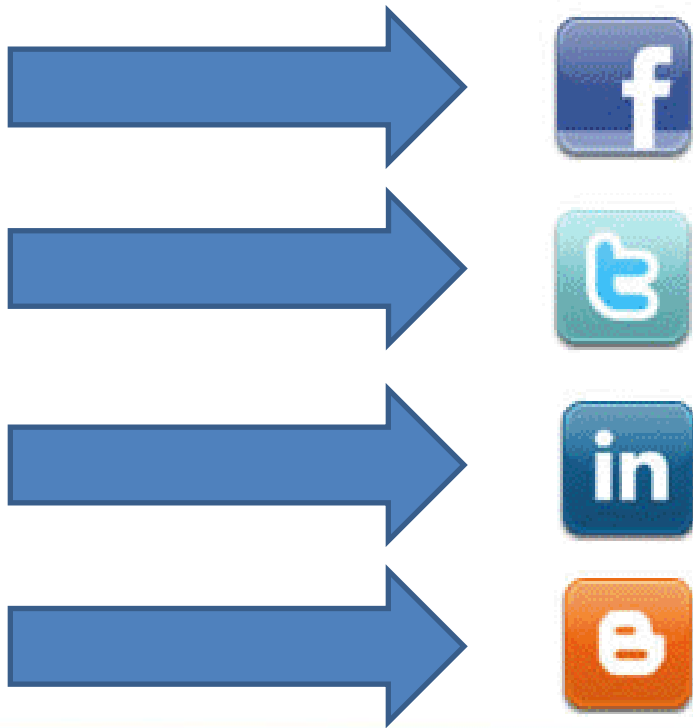


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## USE SOCIAL MEDIA TO...

- Increase Brand Awareness
- Improve Search Engine Optimisation
- “Meet” New People and Communicate
- Offer Added Value (Free Advice, Hints, Tips etc.)

## GET:

- **Enhanced Reputation**
- **Trust**
- **Minimal Investment**
- **New Business**
- **Increased profitability**



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**Thank you and any questions ?**

Tracy Spence