

PLANN

Public Relations Case Study
May 1, 2019 - November 30, 2019

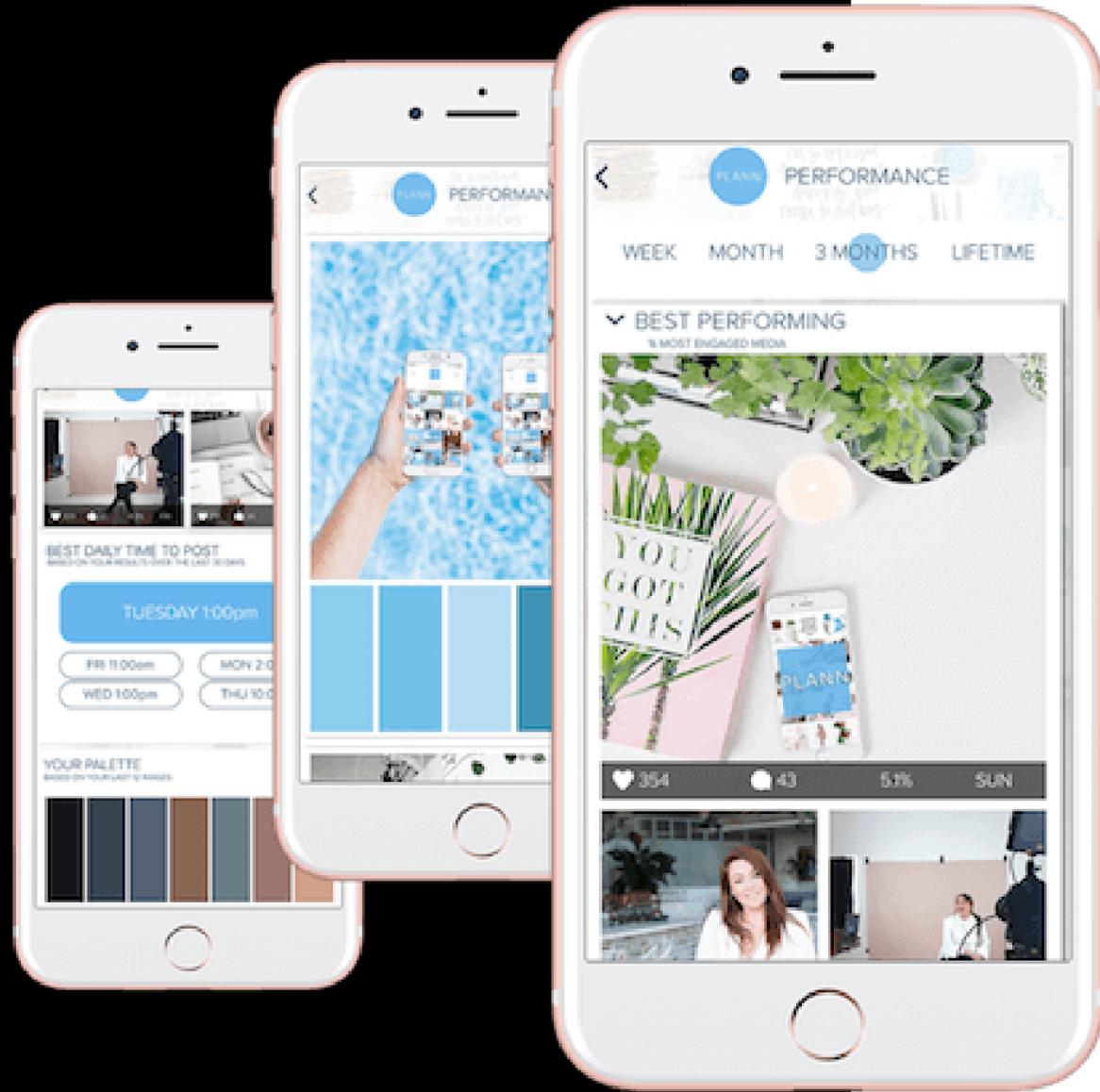


OVERVIEW OF STRATEGY

Strategic PR efforts to increase brand exposure to the next level and expand their audience and user reach.

Our strategy takes a “quality vs. quantity” approach, strategically timing and steering media impressions in an effort to connect with users, maximize awareness, and ensure that PLANN is included in key conversations and coverage that include new apps, social media strategy, females in tech, entrepreneurs, tech startups, marketing leads, and more.

The Mae Agency worked closely with the PLANN team to amplify opportunities to secure positive press and brand exposure for PLANN. The team aggressively pitched online features and reviews to support PLANN ventures in multiple press outlets, awards submissions, and event participation.



OBJECTIVES

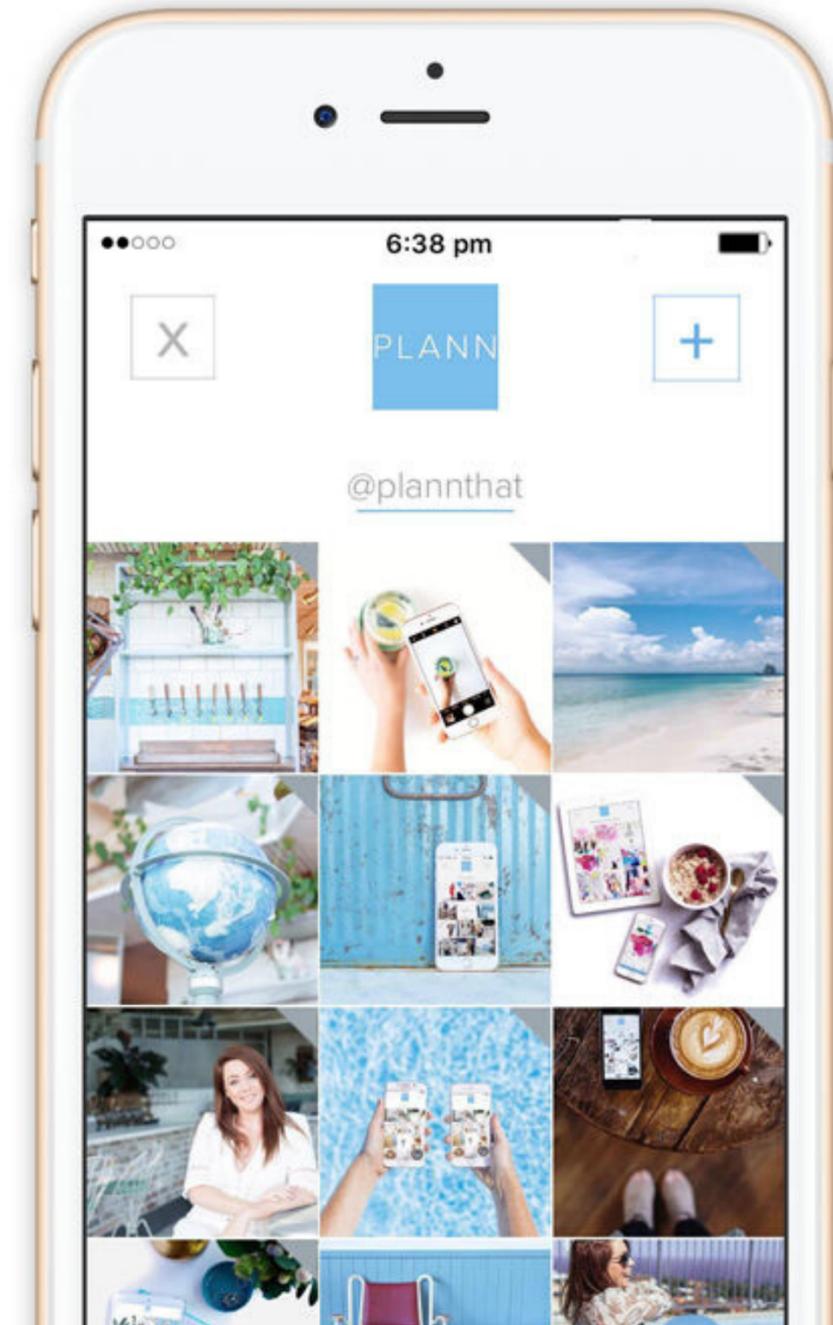
- Amplify Media Presence through online outlets, podcasts, and TV interviews
- Raise awareness around PLANN and its founder, Christy Laurence
- Secure award nominations and wins
- Expand brand awareness through event participation, attendance, and sponsorship opportunities
- Involvement with strategic partners in the US to create additional brand awareness in new communities

KEY IMPLEMENTATION EFFORTS

- The Mae Agency worked closely with the PLANN team to amplify opportunities to secure positive press for PLANN.
- The team aggressively pitched online features and reviews to support PLANN ventures in multiple press outlets, awards submissions, and event participation.
- Constant networking opportunities on behalf of PLANN in person and through emails phone calls



DESIGN + PREVIEW
your Instagram feed



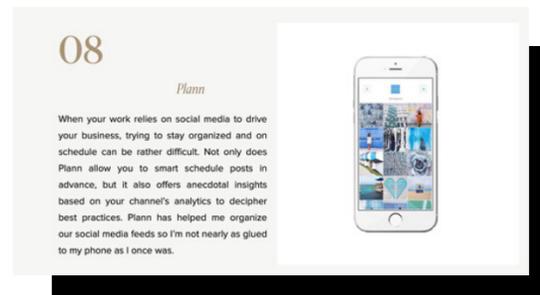
- Digital press placements
- Award nominations and wins
- Event sponsorship, event attendance and speaking opportunities
- TMA represented PLANN when possible during speaking opportunities when applicable to the conversation and topics
- Podcast interviews
- Live TV interview when founder was in the US
- In person networking events when founder was in the US
- Online intros to individuals and organizations that would be mutually beneficial strategic partnership for both PLANN and the contact



KEY IMPLEMENTATION OUTCOMES

PRESS PLACEMENTS

Wit & Delight



VoyageLA

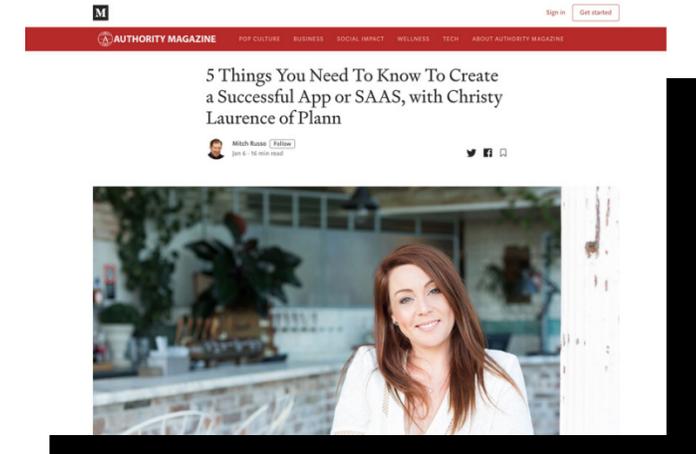
Today we'd like to introduce you to Christy Laurence.

Christy, can you briefly walk us through your story – how you started and how you got to where you are today.

I had a successful career in digital marketing, social media, and direct response advertising for agencies and corporations, most recently finishing up as an Advertising Executive at Insurance Australia Group (IAG). The idea for Plann was born while I was illustrating and selling my artwork on Instagram, the account was doing so well, friends would ask 'how' I was able to do so. I knew Instagram was about implementing a specific story-selling technique and showcasing an appealing feed. I decided to cut down on my consulting time and build an app to teach this social media strategy on a greater scale. At the end of the first week of the app's launch I had 1000 paying users- and the growth has been exponential ever since. By the end of the year, Plann won 3 awards as an innovative product and I received 'Australasian Startup Founder of the Year' with StartCon as one of the only female finalists.



Authority Magazine



UPCOMING PUBLICATIONS:

"5 Lessons I Learned When I Created My App or SAAS"

"Lessons from Inspirational Women In STEM Or Tech"



TV



PODCASTS



KEY IMPLEMENTATION OUTCOMES

EVENTS



girlboss[®]



AWARDS



Christy Laurence

Founder & CEO

Plann

PARTNERSHIP INTROS



FIDM[®]



Wit & Delight





LIMITATIONS

- PLANN team based in Australia, The Mae Agency located in Los Angeles
- Difficult to schedule recordings for Podcasts with interviewers who were interested
- Unable to schedule TV and in person interviews for additional media coverage
- Unable to schedule speaking opportunities and networking event opportunities

WHAT WAS DONE WELL

- Networking and speaking on behalf of PLANN, increasing brand awareness, downloads, and introductions directly to the founder
- Event involvement including in-kind sponsorships for gift bags
- Aggressive press pitching, research, introductions, and relationship building with members of the media



the mae agency