

Making the Most of Your Q Guild Smithfield Awards

PR Hints & Tips by



S O U N D
B I T E PR



Congratulations on your 2019 Smithfield Award! What a great business opportunity this offers you, to shout about your business. We've put together a few hints and tips to help you to do this...



1. **Think about your target customers.**

Your local community and establishments you supply are an important customer base for you. These can be reached via the local media whether that is print, radio, or social media they can all help to raise your profile through your Smithfield win. Also don't forget trade publications or directories which are often read by other businesses you'd like to reach.



2. **Get the word out.**

The media is always looking for news so be sure to let your target media know in good time. Sound Bite PR will let media know about the Diamond award winners after they're announced on 30th January. For all silver and gold winners attached is a template press release for you to use, a copy of which is also on the back office system so you can add your own details.



3. **Have your resources ready.**

Media (online and in print) are always keen to illustrate their stories with images. These need to be good quality, high resolution (300dpi) images of the product or even of your team and the butcher's shopfront. Get creative with your winning products, cook up and display the product with its award, bring it to life, pile up slices or add a couple of shots of the packaging as well.



All award winners will be photographed at the awards with the celebrity which is always a good shot to feature in the shop or online. Plus, the winning products will be professionally photographed which will enable us to showcase your products to an even wider media audience.

4. **Send samples.**



If you're a business that has an online shop or you are able to deliver your products, influential journalists might be interested in receiving samples of your award-winning products. This can be a good way of reaching new and wider audiences that can otherwise be difficult to target. Sound Bite PR will be targeting some of the UK's biggest magazines and newspapers in this way. Let us know if you'd like to be included in this.



5. **Offer a tasting event.**

Invite your customers and local press, opinion formers as well as high profile local chefs. Include other award-winning products and if possible put on a butchery demonstration. It all helps to create an evening or afternoon of interest with the chance to take questions and raise your profile.

6. **Use social media.**



Be sure to post about your success on your social media channels. The Q Guild of Butchers will be using **#SmithfieldAwards** on Twitter and Facebook over the course of the awards.

Do join in the conversation!



7. **Ask for help.**

Sound Bite PR support the Q Guild of Butchers with PR and we're here to help. Do get in touch with us if you need advice, call 01383 828 239 or email martha@soundbitepr.co.uk.



Good luck and enjoy the fame.