

Media Relations

Hawks Nursery

Challenge: To develop a relationship with local media and to create publicity for a locally owned landscaping and gardening company that had little previous media relations activities.

Target: Local media and consumers.

Solution: Bottom Line began by actively pitching story ideas to local newspapers and magazines, positioning Hawks Nursery employees as experts in their respective fields. A local community newspaper publisher was interested in the story ideas and asked Hawks to supply monthly "how-to" gardening and landscaping articles. Ghostwriting the year-round column, Bottom Line focused on a season-specific gardening topic each month. Included in the articles were tips and tricks, as well as gardening trends that are applicable to a variety of house and yard types. Garden photographs from Hawk's extensive library were featured, providing examples of Hawk's gardening and landscaping capabilities.

Outcome: Through a working relationship with the publisher, Hawks was able to merchandise the articles by posting them on their Web site, using them at trade shows and as in-store flyers, to further demonstrate their expertise. Additionally, the articles were marketed further to local neighborhood associations, positioning Hawks as a community-based business. Pleased with the monthly articles, the newspaper publisher featured Hawks' work in an additional, unrelated story.

Bottom Line

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