

Kelston Marketing Distribution Strategy

This plan is served to outline a clear distribution strategy and timeline for PR communications for Kelston Marketing.

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Distribution Channels

The following wire services and journalists/ publications will be used for Kelston Marketing in Southlake, TX to distribute news in 2025:

- **Wire Services:**

-PR Newswire

Having a network of 82K+ media & press release syndication outlets with 300k+ journalists and influencers this is a good opportunity to get press releases out to thousands. They also have good guides to creating the near perfect press release like [THIS](#). (PRNewswire, n.d)

-Businesswire

Used by companies such as Amazon, Uber, Coca Cola, Spotify, Krispy Kreme, and more Businesswire has a global reach that sets them apart as they drive meaningful impact. This can be a good opportunity for Kelston to get press releases in the front of the right people to generate awareness. Another benefit of using this service is 24/7 customer service.

-PR Web

This is for smaller more localized press and can be more useful on a geographic level. Still owned by Cision like PR Newswire this can help in gaining local attention. It is good for creating a digital presence and maximizing SEO.

- **Publications**

-Dallas Innovates

This is good to gain some regional attention for Southlake within a DFW business angle. This publication in connection with the Dallas Regional Chamber of Commerce is good for covering online news locally.

-Caitlin Clark

It would be good to pitch to caitlin.clark@dmagazine.com for online story pitches for D Online. This is a localized online Dallas Magazine also available in print.

-Tim Rogers

A bit harder than getting into the online publication is getting into the physical publication but it would be good to pitch to Tim Rodgers at timr@dmagazine.com to get into the local publication (printed).

Social Media Strategy

- Linked In

Used as a formal approach using LinkedIn, a B2B platform would be good for Kelston to promote thought leadership. This could be good for both long and short posts. Kelston could use this to promote the Kelston brand story, what sets Kelston apart and perhaps even mixer events with different companies. Using LinkedIn it needs to stay professional but can be captivating to pulling in the right clients through PR tactics.

- Instagram

Kelston's primary account and the one with the most followers. This could be good for sharing client testimonials and gaining trust through PR tactics. It can be good for reels/ carousels and highlighting the brand.

- Email

Using segmented lists this could be a good opportunity for Kelston to target based on PR based on where its clients are in the funnel. Not a client yet? Kelston can use this as an opportunity to gain new clients as well based on interactions with the site.

- Google Ads

Google can be good for promoting posts about the brand, things the brand is doing well and what the brand is working on. Using this for Kelston can be beneficial for Kelston as it targets high intent clients. This is a good opportunity for Kelston to showcase the brand.

- #HashtagPLAN

#DFWBiz #Southlake and #KelstonLaunch are three good hashtags for the brand. These hashtags are localized, offer some branded keywords and also make sure to target both new and higher involved businesses

Timeline

Month 1:

Focus on creating Kelston as a brand and making a clear event to connect Kelston with the community. This will be what pulls people into the brand. Think Kelston and Koffee. This is something to show Kelston in a positive light and pull people in. The bigger the better. (Maybe even some sort of ribbon cutting?)

Month 2 Week 1:

Start pushing the event on social media with hashtags

Month 2 week 2:

Pitch the event to the different news outlets and journalists

Month 2 week 3:

Host the event

Month 2 week 4:

Reflect, revise, repeat