



PR's Role in Content Marketing

(...and world saving!)

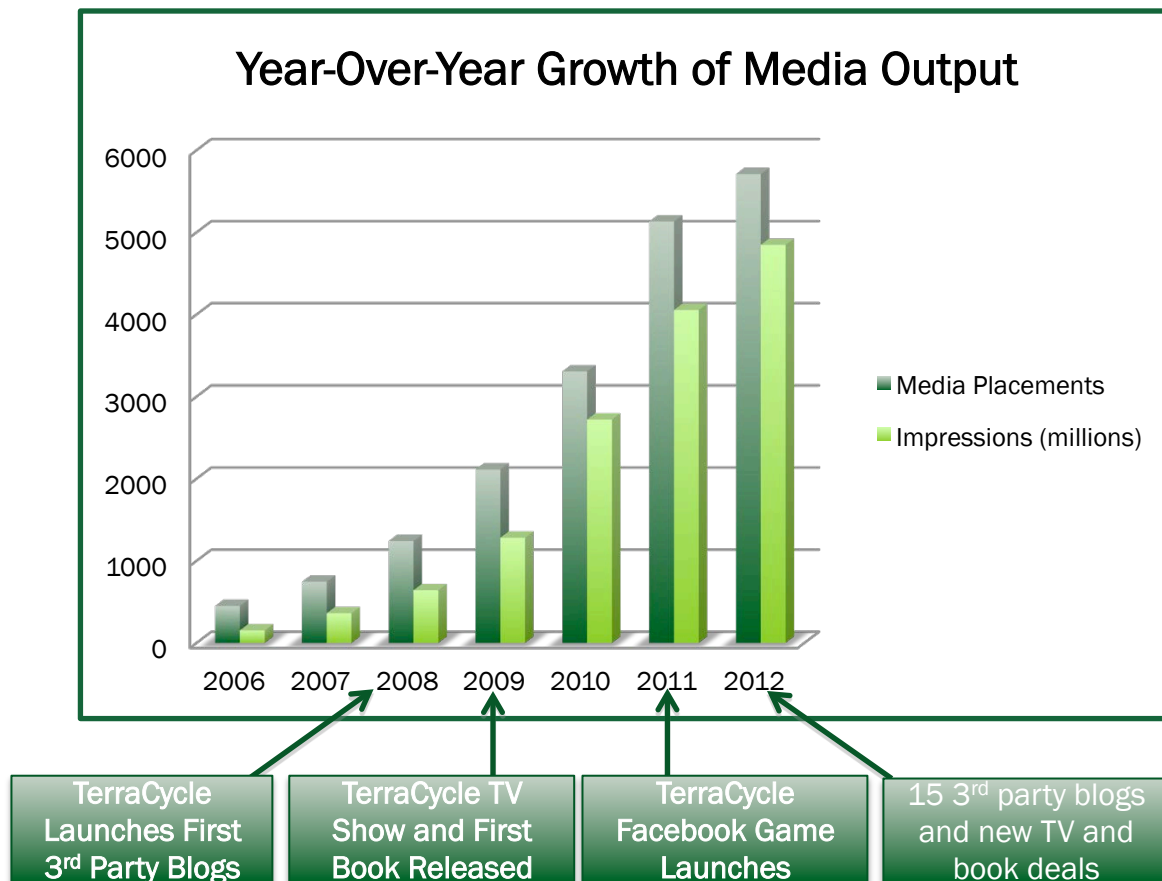


Albe Zakes
Global VP, Communication
Albe@terraCycle.com
[@AlbeZakes](https://twitter.com/AlbeZakes)

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WHY CONTENT MARKETING? DRIVING PR!

2



Increasing our focus on Content Marketing helped to continue our exponential growth in media exposure, drive new b2b opportunities and creates additional revenue streams!

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Create a Content Marketing Mission Statement:

1. The core audience target: Families, Students + “non-greens.”
2. What will be delivered to the audience: info on easy ways to “live green.”
3. The outcome for the audience: Create more environmentally minded citizens.



[SEND YOUR WASTE](#) | [PRODUCTS](#) | [ABOUT US](#)

About Us

TerraCycle is a proud triple-bottom line company.

Founded in 2001 by Tom Szaky, then a 20-year-old Princeton University freshman, TerraCycle, Inc. began producing organic fertilizer by packaging liquified “worm poop” in used soda bottles. Since the inauspicious start, TerraCycle has become one of the fastest-growing green companies in the world.

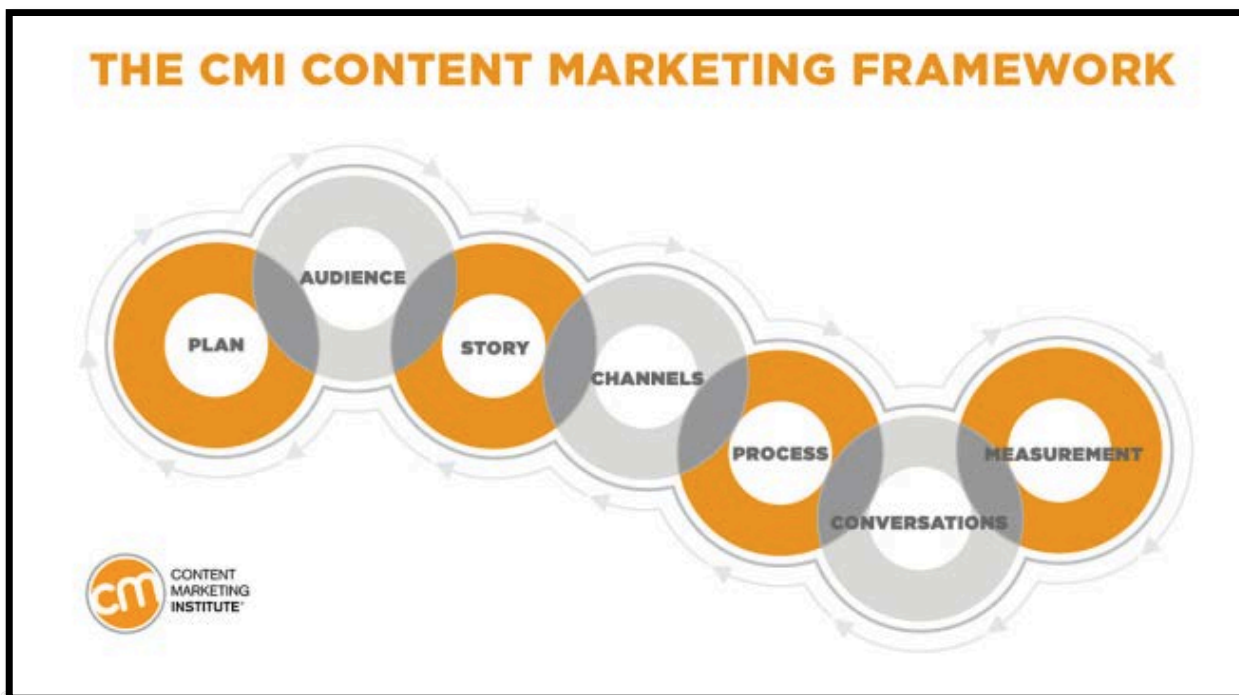
More than just a recycling company, TerraCycle strives to be a driving force behind increasing environmental awareness and action. Our goal is to be a trusted resource for families, schools, communities, and even corporations to find tips, stats, facts, tactics, and news to help them live a greener, cleaner lifestyle. Together, we are Eliminating the Idea of Waste®.

Featured
prominently on
Website!

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How to use your Mission Statement:

1. **Post it:** Include the mission statement where it can be found easily by your audience.
2. **Spread it:** Make sure everyone involved in your content marketing process has the mission statement. Encourage them to print it out and pin it up on the wall.
3. **The litmus test:** Use the mission statement to decide what content you will and won't create.



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“What makes my brand so interesting that people will want to talk about it and share it with their friends?”

1. What niche do I want to be known for?

Leading Resource for Green Living

2. What are my customers' challenges?

Cost and time it takes to go green.

3. What kind of content do they consume?

Blogs, DIY, Social, Video.

4. How can I create content to attract and retain customers?

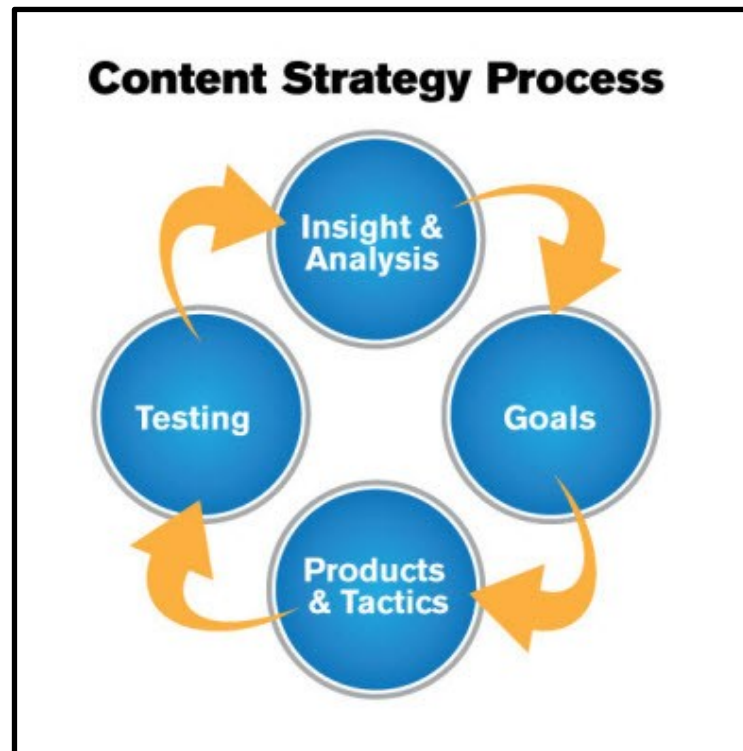
Non-promotional, universally applicable, easily applied, cost-savings.

5. What business results do I want to achieve for all my hard work?

Higher participation from consumers, new b2b opportunities.

6. How will I know if this stuff is working?

Web traffic, program participation levels, social engagement, media results.



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Without informative, entertaining and useful content to offer all the clever marketing in the world won't make it impactful for your business. To find interesting content and to keep it fresh, "mine your supply chain" for stories.

Here are some thought starters:

- Start-Up Story
- Office/Facilities
- Business Model
 - Employees
 - Customers/Client/End Users
- News from Industries you impact
 - Your Mission



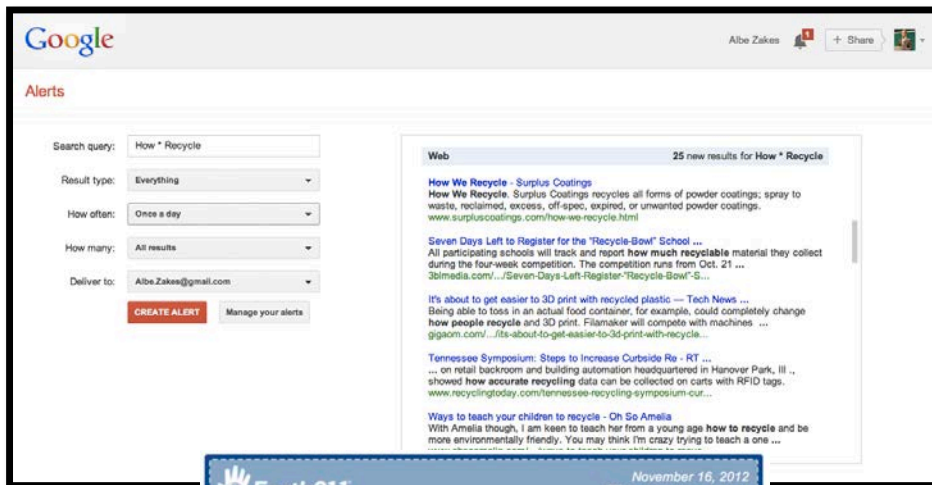
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Beyond your own company's plotlines, keeping up on industry news provides an ongoing opportunity for dialogue and compelling content. It can also unearth opportunities for interviews, Q+A's and content sharing partnerships.

How to Quickly and Easily Find:

- Newsletters
- Google Alerts
- RSS feeds
- Social
- Via your Clipping Service



Where to Look:

- Influential Media Outlets
- Specific Journalists
- Industry Groups
- Professional Associations
- Competitors
- Partners
- Non-Profits



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CHANNEL: 3RD PARTY BLOGS & COLUMNS



Circulation: 5,157,072



Circulation: 50,200



Circulation: 677,749



Circulation: 36,274



Circulation: 35,570,324



Circulation: 847,411



Circulation: 18,164



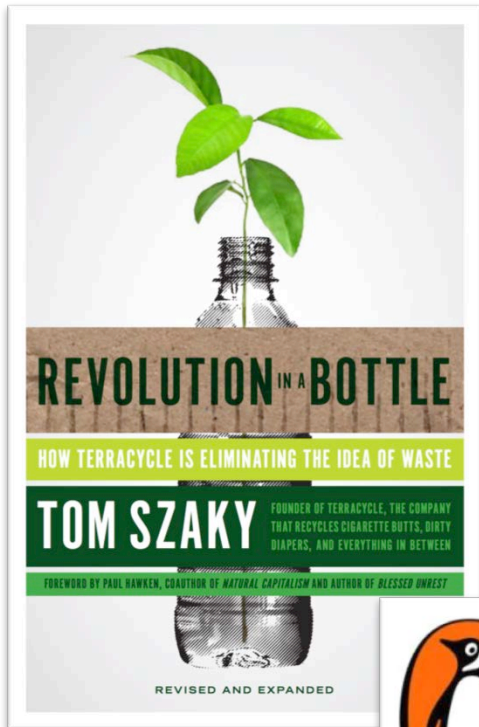
Circulation: 20,834

- TerraCycle currently provides content to over 15 different 3rd party blogs and magazines that reach our key stakeholders.
- These blogs are powerful tools to promote our partners as well.
- Easy 'value proposition' we offered to provide high-quality content and help to promote every post.
- Free content, free marketing, more traffic, what website manager would say no?

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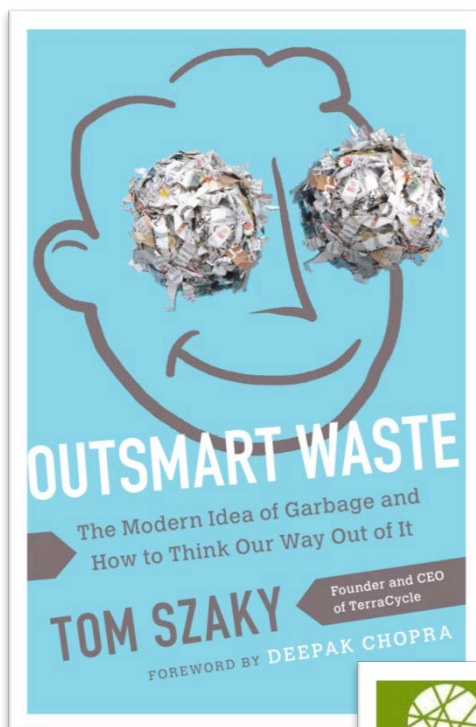


CHANNEL: BOOK PROPERTIES



Published (2nd edition) by Penguin Books. Follows the story of TerraCycle from birth to late 2012.

Will be published by Berrett-Koehler Publishers in January '14.



TerraCycle books are another value add for our partners and investors. Books on design, marketing and the TerraCycle story create PR, drive revenue and provide major exposure through a highly-credible channel.

Impact on PR:

- Over 200 unique press placements on first book.
- Drives invites to deliver conference keynotes.
- Creates further content opportunities – columns, guest hosting, excerpts from book across all channels.

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The TerraCycle Reality TV Show



In 2013, pivot (www.pivot.tv) and newly formed network, owned by Participant Media (creators of movies from Lincoln to The Inconvenient Truth), purchased 10x 30min episodes of season two of the TerraCycle TV Show (tentatively called "Trashed"). The show is currently being filmed and will air in 2014.

Estimated profit per season: \$100k.



In 2011, The National Geographic Channel purchased season one of the TerraCycle TV Show (called "Garbage Moguls"). Resulted in multiple one hour episodes that followed TerraCycle as we solved a particular waste stream.

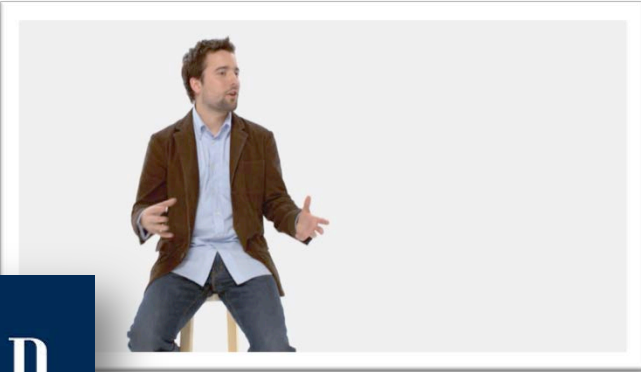
Resulted in global syndication and \$100k in profit.

Guest Staring Opportunities



TerraCycle and CEO Tom Szaky are constantly asked to be 'experts' or 'guests hosts' on a variety of business or environmental shows. Further driving our exposure, credibility and expert profile in the business and sustainability worlds.

CHANNEL: PAID ENDORSEMENTS



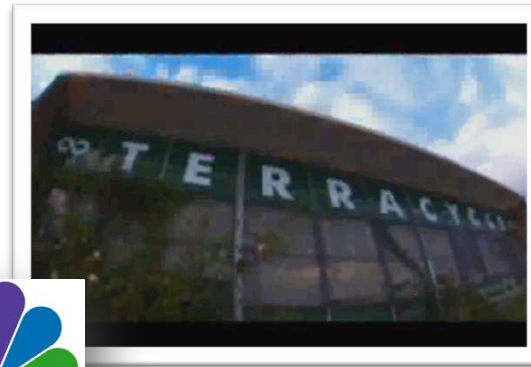
GAP

Tom Szaky featured in the Gap commercial series, "Born to Inspire".

Commercial endorsements drive revenue usually \$10k - \$20k per opportunity, while also creating 'free' TerraCycle commercials that are produced and distributed by major companies.



HP provided TerraCycle with free computers, printers etc to be featured in an online, print and broadcast commercial.



CNBC featured Tom and TerraCycle in the online series, "I Am American Business".

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GAP COMMERCIAL

Play



CONTENT THROUGH GAMIFICATION

- The game gained 100k users and over 15,000 'Likes' in 4 months!
- Website traffic by grew 27% during launch months!
- Sales on our E-Commerce site saw 15% increase.
- Average weekly "Likes" to TC fan page per week doubled to over 1400 per week!



Headlines for in-game newsletter provided by blog partner – Treehugger the game's media partner. Treehugger provides web ads and updates on their highly trafficked site in return.

USING CONSUMERS TO DISTRIBUTE CONTENT

TerraCycle creates customized content and resources that allow our participants to do their own “content marketing”.

Personalized Content



Curriculum



Spotlight Location Profiles



DIY Projects



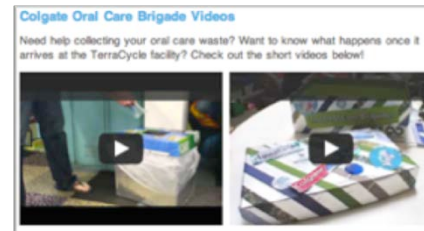
The content we distribute and provide does not focus on TerraCycle. More important that it is engaging and useful so it actually reaches our audiences.



Activities/Games



Flyers/Posters



Instructional videos, interactive assemblies, DIY Projects



ENGAGE CONSUMERS FOR CONTENT

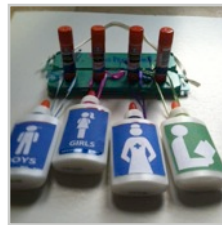
Essay/Photo Contest

Making your content about your customers will drive more conversations within their communities.



Design Contest

The products, photos and stories created by customers become usable content for social and earned media!



Video Contest

Submission based contests turn your customers into the "stars" and "mini-marketers".



PROMOTE



BRINGING CONTENT TO LIFE

FIT



Colgate



MOORE
COLLEGE OF ART & DESIGN

Pratt

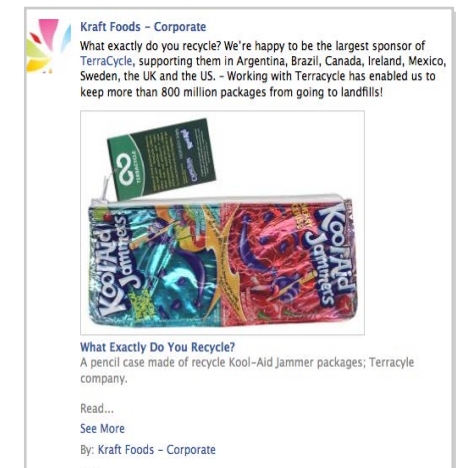




The winner of one contest was a Doritos Wrapper Coat jacket, which we presented as a gift to Stephen Colbert. He wore the jacket on his show in April 2010.



Use your network to help distribute your content (be it a blog, photo, video etc) you can reach targeted consumers at no-cost by asking your contacts or relevant non-profits, industry groups, professional associations, government groups or websites to repost your content. Offer to return the favor and share their content and everyone wins without spending a dollar!



Provide content promo partners with prepared social messaging, web copy, newsletter content to help promote your content with minimal work on their end.

Give them custom versions of materials or attach special offers for their audience.



ELIMINATING THE IDEA OF WASTE®

John, join TerraCycle and Riverkeeper on May 11.

Riverkeeper has joined TerraCycle's **Cigarette Waste Brigade** to recycle cigarette waste during the second annual Riverkeeper Sweep, a day of service for the Hudson River.

The event takes place on **Saturday, May 11**, and as many as 1,000 volunteers are expected to help clean up more than 150 miles of shoreline in more than 60 locations on the Hudson River and its tributaries.

We now encourage **you** to volunteer by registering at www.riverkeeper.org/sweep. Each cleanup is organized by volunteers with Riverkeeper's support and all qualifying waste will be sent to TerraCycle to be recycled.

The TerraCycle Team



[Register to Volunteer](http://www.riverkeeper.org/sweep)

VISIT
WWW.TERRACYCLE.COM

Questions? Contact us at customersupport@terraCycle.net



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Riverkeeper
April 4

We've partnered with TerraCycle for our 2nd Annual Riverkeeper Sweep on Saturday, May 11! To help keep waste out of landfills, Riverkeeper will send some of the litter collected such as cigarette butts, candy wrappers and chip bags to TerraCycle to be turned into new materials and products. Join our annual day of service for the river! Learn more and register at: <http://www.riverkeeper.org/sweep>



Like · Comment · Share 20

36 people like this.

Margie Campaigne If we could only figure out how to get people to care enough to not throw all this onto our land and into our water!
Like · Reply · 4 · April 4 at 2:18pm



TerraCycle We are excited to help provide further recycling solutions for your wonderful organization and your volunteers hard work!
Like · Reply · 5 · April 4 at 2:49pm

1. Develop a Content Marketing Mission Statement – use it a ‘filter’ to make sure all content fits your goals.
2. Mine your entire supply chain for stories – from your suppliers to your end users, each step of your model can help create compelling content.
3. Use your media monitoring tools to generate relevant and current content opportunities.
4. Go beyond the ‘low-hanging fruit’ to distribute your content – not just blogs and social – but events, contests, books, endorsements and even educational materials.
5. Give your Content more reach through with cross promotion with relevant organizations and influencers.

Want to share content? Me too.
Email me: albe@terracycle.com