

A light gray silhouette of the state of North Carolina is positioned behind the main title text.

THIRD ANNUAL #NCWINE BLOGGERS SUMMIT

Wineries & Tourism Orgs

MEDIA KIT



Question One:

What is your content about in one sentence?

Write out your BLUF (Bottle Line Up Front) so your audience immediately knows what to expect when viewing your content.


Question Two:

What's your origin story?

Take two sentences to write out what about your story makes you unique.


Question Three:

Pick three of your products or services to highlight.
Write a brief description of each that would entice the
reader to connect with you over these products or services.



Question Four:

Think about and write down the impact your business
has had on the industry, the community, and/or your customer.



Question Five:

List out three collaborations you've done, the awards you've won, and/or the campaigns you completed with brands.

Notes:

PRESS RELEASE



Question One:

Think about a previous milestone in your business.

Write a short description of that event including the “so what”.

Write out details about the location.

Write out details about the participants/sponsors.

Question Two:

Think about an upcoming bottle release or special event.
Write a short description of that event including the “so what”.
Write out details about the location.
Write out details about the participants/sponsors.

Question Three:

Take out your smart phone and find three internet, print, or television organizations that are local to you. This can be an events page, a television studio, or news publication.

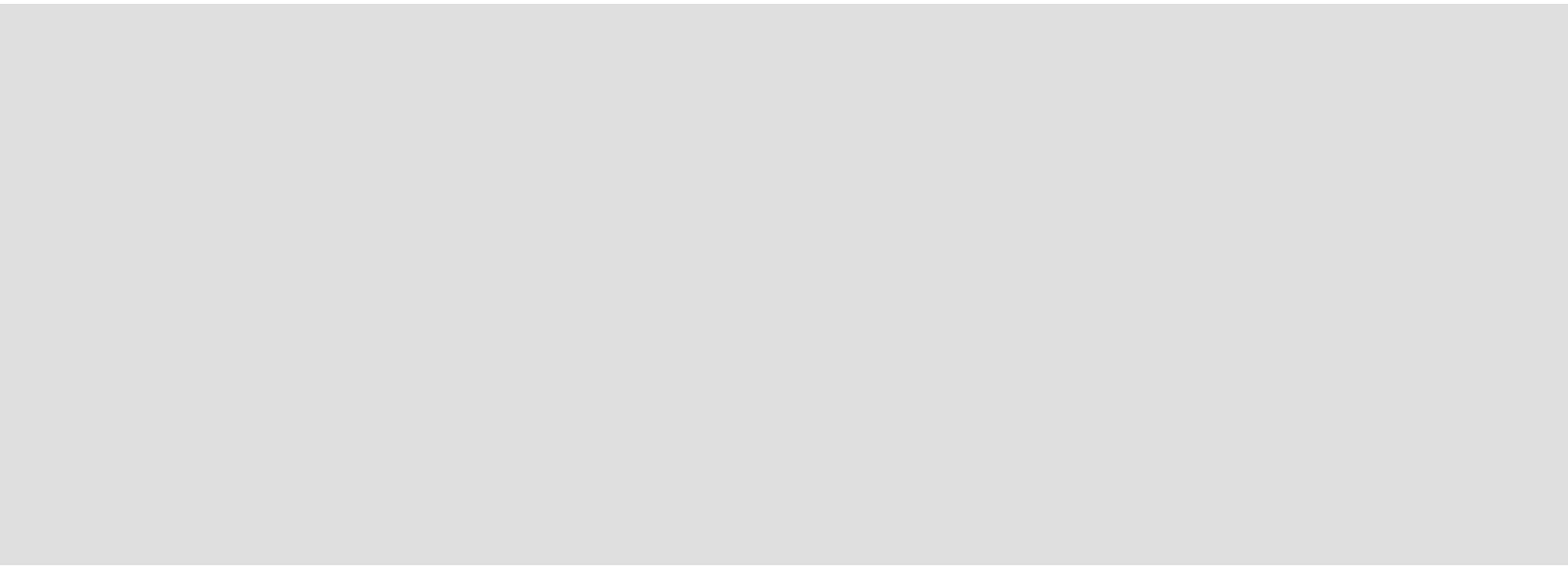
Notes:

SOCIAL MEDIA



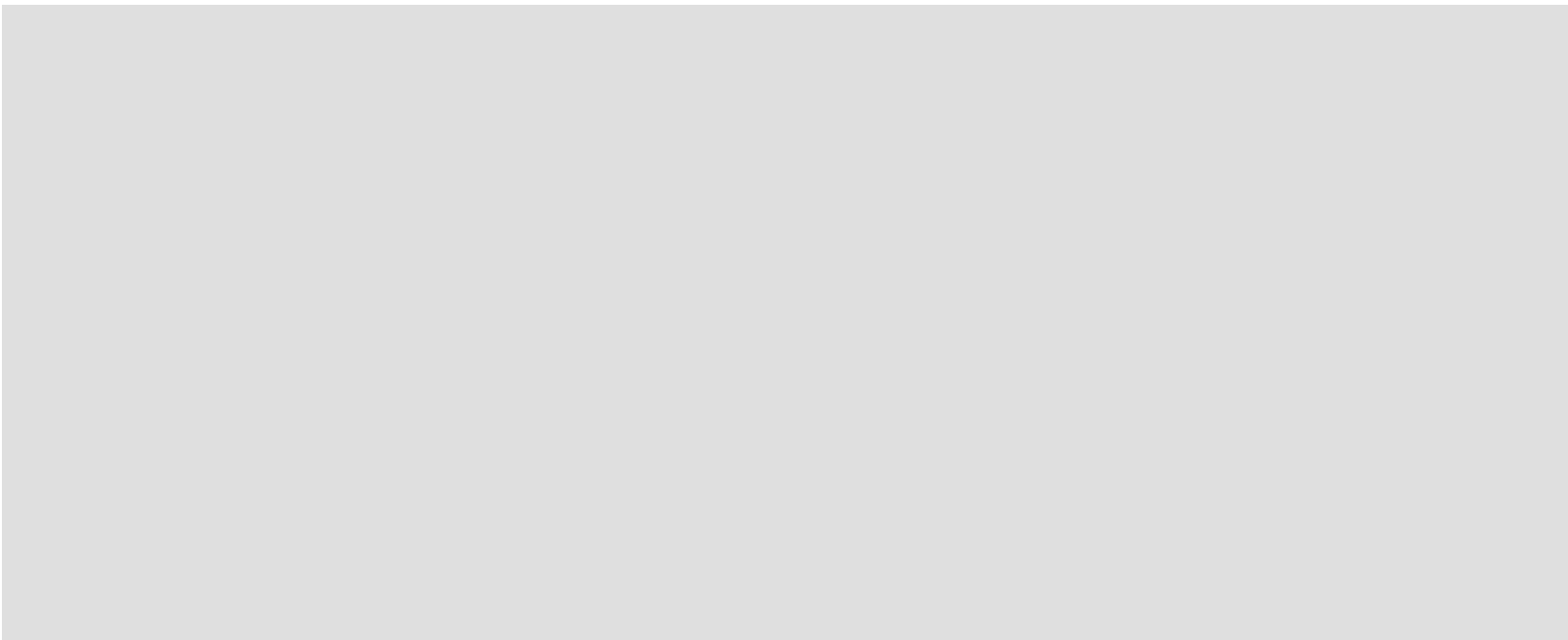
Question One:

List out the content you have planned for the month.
Write out a short description for each piece of content planned for the month.



Question Two:

Write three separate one sentence lines of copy for each piece of content you have planned for the month. The style of the copy should be promotional in nature.



Question Three:

List out three pieces of content you've already created.

Question Four:

Write three separate one sentence lines of copy for each piece of content you've already created. The style of the copy should summarize the meaningful/funny/valuable/poignant elements of your existing content and the products or services you offer.

Question Five:

Write out three categories that relate to your content.

Research (in sets of 30) which hashtags are associated with this keywords.

Notes: