

PR Hotline – What Tasks Will Interns Do?

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As shown on the intern application we see interns working for us-in three ways:

- Killers – Interns who work on sales and member acquisition, then turn over their sales to customer support;
- Cookers – Interns who offer customer services & support for accounts established by the killers;
- Cross-overs – Killers who do their own cooking.

Projects fall into these areas:

1) Sales and member acquisition work:

- Sales projects – direct outreach offering ExpertClick memberships and PR services --- many of the services offered by customer service interns.
- Forced trials, where we include a profile then offer upgrades.
- NewsMaker acquisition -- a version of forced trial when we pick up a group that is in the news for a forced trial, include them in our newsroom feed, then go back the group, and let them know the gift level they have, vs. opportunity to upgrade to a paid level of services.
- Listing acquisition – reaching out to include or update expert profiles – basic update is free – upgraded levels are paid. This includes outreach to expired members who can be given a Standard profile without the ability to send news releases, for once the conversation starts, they may either buy a paid level or buy PR services.
- Affiliate acquisitions – reaching out to potential groups that can offer our services via affiliate links.

Many influencers will accept affiliate links, and since we can comp the affiliate, they are easy to connect with.

- Re-seller acquisition – reaching out to sell master accounts where a PR firm or publicist buys a number of accounts at a discount cost.

2) Customer service and support tasks – offering services:

- Press Room completion as account coordinator – you set up customer profiles sold by sales people and offer your services.
- News Release Writing.
- Press Kit production.
- Media production like SoundCloud & YouTube.
- Social Media Management.
- News Media Research & Outreach.
- Influencer outreach and placement.
- PPC marketing programs.
- Email marketing.
- Content marketing.
- Twitter/Facebook/Instagram campaigns.
- Other Ideas that interns suggest as sellable – things that they've done in school.
- And when you are doing customer service you can sell things other interns or PR partners do and earn commission.

There are three ways interns can approach earning money. Intern income is the greater of \$15 per hour or 15% commission on the net billing.

- Straight Sales is the fastest way to get to higher income. Hours can be immediately assigned for interns. Leads are provided. You can sell both memberships and the services provided by support and customer service. You can also sell a retainer services package that gets the prospect a free

ExpertClick press room when they commit to spend a given amount on a regular basis.

- Account Executive work: Support and customer service tasks are assigned when sold. This work is assigned when projects need to be done. Unfortunately cooking projects are not always available.
- Killers who do their own cooking. You act as both the sales person and the account executive – something very appreciated by the clients. And since you are building the rapport with the client, they will naturally give you more work. Because you'll "own" the client, you'll also get a share of the billing when you subcontract the work to another account exec, or manage the selling one of the PR Services from our vendor partners.

What can this internship lead to? There are several directions you'll be able to take from this.

- Upgrade to account exec with use where the revenue is split 35% to sales, 35% to the team doing the work and 30% of net billing to the house. You make 70% of the deal, when you both sell and service the account.
- As you are acting as a PR Account exec and you'll learn how to sell, you'll be in demand for a larger firm.
- As you'll be working with PR Vendors like PRNewswire you'll learn their services, how to sell them, and who buys them, therefore being attractive to them.
- As you'll be working with journalists – and being a "Newsy" you may become a journalist – many PR people run blogs as part of their social media marketing.
- As you'll be interacting with influencers, you may end up working for one of them.

View the PR Hotline newsletter at www.PRHotline.com The newsletter is designed to share info for PR execs & PR interns working for ExpertClick.com

Mitchell P. Davis, Editor

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-- www.InternationalPlatform.org Speakers Bureau -- founded in 1831 by Daniel Webster.

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