

## Case study: [The Social PR Virtuoso](#)

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My November 2015 launch of [The Social PR Virtuoso](#)™ Master Course is a great example of the importance of implementing a truly integrated communications campaign. Given that I was launching my own informational product for the first time, I was in bootstrap mode like never before. Every penny mattered (and still does!).

I used a variety of tactics, all working together and playing off of each other to drive people to do one thing: sign up for a free online training that I delivered over three days (including a weekend). The mix included earned and paid media; shared and owned; email marketing (starting from a list of zero, mind you), and a strong reliance on my community to help get the word out.

Given that this was my first time launching such a product (that too, for myself!), I had absolutely no idea what to expect. But I did set goals - I had to; with the help of my business coach, I was able to get a sense of what average sales and conversions look like.

I more than doubled my goal, and pretty much redefined what success means for a first launch of this nature. And I exceeded my goal again when I recently reopened registration for the Master Course.

Had I stayed old school and relied primarily on media relations, there is no way my launch would have been a success. It's because I integrated other communication tactics, and yes, borrowed from the online and web marketing worlds, that it worked.

Integrated SocialPR #FTW. Let's make that our mantra.