

# MEDIA RELATIONS CAMPAIGN

*Securing Big Headlines for Small Businesses*

## AAP Fitness

AAP Fitness, a small personal training studio in New Tampa, signed on with Kim Francis Communications after feeling frustrated with the results they were getting from traditional advertising. They wanted to build awareness of their small but popular facility, and they wanted to maximize their small business budget.

We began by interviewing the owners to uncover the essence of their brand and their key messages. We then created a custom local media list and wrote, distributed and pitched their first press release in early December – just in time for the quickly approaching “New Year’s Resolution” season.

## Media Muscles

We quickly received interest from several local reporters, so we worked with the owners to teach them how to “flex” their media muscles through interview coaching, talking points and other ways to make the most of their interviews.

## Business Building Results

As a result of our training, AAP secured feature articles in multiple local media outlets without breaking a sweat, including:

- 12/15 Focus *cover story*
- 2/15 Skirt! Magazine
- 2/15 Focus *monthly column*
- 3/6 New Tampa Neighborhood News
- 3/21 Tampa Trib “4you”
- 3/21 TBO.com
- 3/20 Wesley Chapel Neighborhood News

More importantly, they achieved their goal of raising awareness of AAP Fitness, reaching 600,000 readers through the articles worth more than \$28,000 in PR value. And it made a real difference in their business. In the first quarter of 2009, they had the highest number of new members join AAP Fitness in the history of their gym.

