



Marketing Moxie Podcast

**Episode 36: Boost Your Business with Pop Culture with Kate Krimitsos**

Show notes at: <http://www.maggiepatterson.com/episode36>

MAGGIE: Today on Marketing Moxie we are talking to Katie Krimitsos about newsjacking. That is, how do you take something that's going on in the bigger culture and use it to build your community and boost your business? Let's get going.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: So today we're going to talk about newsjacking. I'm using the term newsjacking because that is a total public relations term. It's something that I used to do back in the day when I worked for Internet security companies because of a virus or a breach would happen. We wanted to be part of the news agenda.

As online entrepreneurs, as marketers, the idea of newsjacking really can work for us. What Katie and her husband Chris did is they took, when *Shark Week* was going on back in August, they had women of the *Shark Tank* come on to Katie's show, *Business Women Rock*. *Biz Women Rock* is a really great podcast. I highly recommend it. We will link up to it in the show notes. Katie is the host of the show, and she is also the co-owner of the Tampa Bay Business Owners Association. Let's listen in on my conversation with Katie.

Hey, everyone. I want to welcome my friend, Katie Krimitsos, to the show today. We are going to talk about a promotion she did, which I think is a little bit unconventional because it did a really good job of building community, of taking what's happening out there in the bigger world and really making it applicable to our business. Katie, welcome to the show.

KATIE: What's going on, Maggie? Thanks so much for having me.

MAGGIE: Guys, I got to actually meet Katie in person back in August at Podcast Movement, and we actually started talking a little bit about this *Shark Week* promotion she did. I definitely wanted to have her on the show because I think that her results and just how her and her husband Chris went about it is very interesting. Why don't you tell us a little bit about the idea behind melding, mashing up your podcast with *Shark Week* and *Shark Tank*. That's a lot going on there.

KATIE: Yes, it is. I want to start foundationally with the fact that if you're listening to this and you feel like you need marketing help and you want more ideas, I don't market myself as a marketer. I don't think that that's my number one skill set, and so I make sure to surround myself with people who - that is their skill set. I'm a good marketer, but my husband is a genius marketer, and my social media manager is also a phenomenal social media marketer.

The way that this idea came up was the two of them were actually just kind of brainstorming as they kind of constantly are. I'm like, hey, what can we do to get the word out? What fun stuff is coming up? I think Kim, who is my social media manager, just happened to say, you know, *Shark Week* is coming up. Maybe there's something we can do to kind of incorporate *Shark Tank*.

The two of them just kind of went off on it. And so they came to me saying we think we could *Shark Week*, highlight the women of *Shark Tank* during *Shark Week*. I loved the idea, and I was just like, okay, let's roll with it. What do we need to do?

That's when the three of us kind of came together and decided, okay, here's what it's going to look like. Here's how we're going to get those people. Here's how we're going to feature it. Then what fun stuff can we do to make sure that we get everyone engaged and really excited? That's really where the idea came from.

MAGGIE: And I love that, the team effort, because I think so many times if we just have our own little head, there's just too much going on in there to come up with a creative idea.

KATIE: Oh, my gosh. Seriously. Yeah.

MAGGIE: How hard was it to get some of those guests from *Shark Tank*? These are busy people running big, busy companies.

KATIE: I'm going to share a very funny and great secret with you and everyone listening right now. It ain't that hard. Seriously.

We put out; we must have probably contacted, I'm going to say, about 30 to 50 women, and I'm still getting responses from people because I couldn't fit them in within the time period that we needed to have them in in order for me to do up a show and everything. I think we did five women that week, so I got the five women I wanted, and I had them all scheduled so I could do the thing beforehand, the interview beforehand, and have their show all ready, but I still, I mean they're still dribbling in, so I probably got about 75% to 80% response rate and people who still came through. You'll hear on my show still kind of one-offs of people who were on *Shark Tank*, so we definitely got it filled, and it was not that hard. We just asked.

MAGGIE: Yeah, and I think that's a key. You have to ask instead of letting the script in your head take over like, oh, I can't do it. I mean, what's the worst they're going to say is no or not response.

KATIE: Exactly. And reality is that you're doing them a favor because we're media, and they want. The really smart businesswomen understand, okay, she's got an audience that I don't have, and I want to be -- it's great PR, and they want a chance to be able to talk about their business. And so the smart ones were like, okay, yes; I've got time for you.

MAGGIE: Absolutely. Why don't you walk us through some of the actual elements of this whole women of *Shark Tank* during *Shark Week* on Business Women Rocks?

KATIE: Okay, I know. It's a mouthful, right? Here are some of the elements. My show, Biz Women Rock, really highlights the business journeys of great businesswomen. The elements that we played out during *Shark Week* was that each day I would highlight a story.

There are a couple of unique things about this is usually my show goes on every Monday, Wednesday, Friday. Well, I decided for this week I would go five days during the week, so there were these five women. Then, on Sunday, to kick off the week, I had kind of a kickoff show.

What I did was I interviewed Kim, my husband Chris, and Drew, who actually did all of the artwork for this whole promotion. I interviewed them all about the brainstorming meeting we had, how it was going to all play out, so people could really understand our thought process and the plan that we had really to kick off the whole week and before all the interviews began. That was a really fun show and it was really cool for people to see behind the scenes and what was happening.

The purpose from a marketing standpoint, the purpose was to educate people on what to do and so they could be part of the story behind the scenes so that they took ownership over what we were going to ask them to do. So we had the women on. And the components behind the

strategy that we really implemented was, we wanted people to take shark selfies.

What that meant was we brought in our friend Drew, who is a gorgeous artist. We had her draw probably about like 15 to 20 different types of shark, shark related, Biz Women Rock incorporated, *Shark Tank* fun graphics that they look like they were hand drawn art, but they ended up being digitized, which is just beautiful, and we came up with statements. The all-inclusive one, as you know, listen to Biz Women Rock during *Shark Week* featuring the women of *Shark Tank*. Others were what it takes to catch a shark. Then it would have listen to Biz Women Rock during *Shark Week*. We came up with all of these different sayings.

Then what we did a couple weeks beforehand is that we put out on our private Facebook group, as well as our page: Hey, ladies, we're doing this really fun promotion for *Shark Week*. We want to include you. Send us your -- if you want to be included and get a cool, little *Shark Tank* kit from us, fill out this form to fill out your address, and we'll send it to you. So we sent out about I think a little over 50 kits.

What we did in each, and I'm talking snail mail, so we sent a couple to Africa. We sent them all over the U.S., all over North America, South America. We sent them to a lot of different places. In that kit was about three of these different types of drawings and sayings, and then a little letter from me with the explanation, which was saying, hey, during these days take a shark selfie with this and then post it up online. Right?

Then what we did is we made it public, so everyone, including those 52 people, could also do it. We posted them on a page so people could download it and print it out for themselves. They could make their own. They could take it with their computer in the background with the screen up. What we did is we got these -- in marketing, you really always need kind of your ambassadors.

MAGGIE: Yes.

KATIE: You need your champions. That's the word. You need your champions, and so these were like our champions who had it. It was a present from us. They felt totally invigorated to be able to take their shark selfie. And, during the week, people started taking these selfies. They were tagging. I told people tag this, hashtag this if you're on Twitter. Do this. And so all of those things started happening all week long.

It created a huge, viral campaign of somebody who had received the packet in the mail, taking the selfie, tagging Biz Women Rock on Facebook, hashtagging Biz Women Rock on Twitter. Then somebody else would see it. They would go online to go download their own thing. There were people who were self-making their own little shark selfies.

MAGGIE: I love it!

KATIE: It was amazing. One of the coolest things that happened was that we had, we actually had Barbara Corcoran retweet one of the shark selfies. It was so awesome.

MAGGIE: Hey, that's a pretty big win from a Twitter perspective.

KATIE: I think so. I thought that was pretty amazing. It was just great. As far as marketing that engages, there was definitely an investment in our time, preplanning, getting people onboard, and getting them, and choosing people who we knew would help us out.

MAGGIE: Yeah.

KATIE: Many of them were from our warm community that we know, but many of them were in this BWR online warm community who already felt like they were a part of the brand, so of course they were going to do it. Then that just infused everyone else to really do it.

MAGGIE: It sounds like a lot of time and effort went into this from not only your team, but from your community. What were the results at the end of the day?

KATIE: The results were amazing! Okay, so the results were obviously you've got the one sample there of Barbara Corcoran, but the results were that, online, Biz Women Rock, our amazing woman logo with her cape was everywhere. The *Shark Tank* selfies were everywhere; I mean hundreds and hundreds of posts online about it.

As far as how that actually translated into downloads for the show, we had our largest week that week. On average, at that time, I think we were about six months old, I think a five- or six-month old show. At that time we were averaging about 300 downloads a day. When you start adding that up for a week, that's about 2,100 downloads for the week.

MAGGIE: Yeah.

KATIE: During this week, we had our highest number at that time, which was 907 downloads for, I think it was, that Wednesday, just for one day.

MAGGIE: So you tripled your traffic, that normal traffic that day.

KATIE: Tripled the traffic for the day. And, for the week, we had a total of about 4,200 downloads for the week, so you're talking some major, huge returns in the download numbers. What's happened is, as a residual effect, more and more people became part and asked to join the private Facebook group, which is great because that's a very active audience.

MAGGIE: Yep.

KATIE: More and more people joined and liked the Facebook page, and the residual effects of people coming and listening to show now stayed on to

listen and have become regular listeners. So we're seeing those numbers gradually work themselves into the continual upward trajectory of our numbers.

MAGGIE: Which I love.

KATIE: Yes.

MAGGIE: Going through all this, Katie, what -- you doubled your traffic in a week, you got a Barbara Corcoran tweet, you put in lots of man-hours - sorry - biz chick hours into this.

KATIE: There were some men in there too. That's all right.

MAGGIE: Yes.

KATIE: Yes, we put in a lot of hours and a lot of energy in doing this. Yeah.

MAGGIE: But what would you say your big lesson learned? If someone wanted to try this type of campaign, and obviously I encourage everyone to always make it their own, but taking things from popular culture and bringing them into your business or looking beyond ourselves and doing something, what would you say your big lesson learned was?

KATIE: My big lesson learned is that you have to keep things interesting.

MAGGIE: Yeah.

KATIE: I will give my husband so much credit for this. I'm an operator at heart. That's where my talents lie, so I wanted to organization and build, organization and build. If you don't -- organizers and builders don't often think of new innovation because we're so busy organizing and building.

MAGGIE: Yeah.

KATIE: And managing. And so this is why we make such a great complement as business partners is because my big lesson there is, okay, we constantly have to innovate because even for people who are constantly listening to the show and, yes, it is steadily growing and, yes, we steadily have more and more listeners, and that's awesome. I'm in for the long haul, so that's okay with me. But if you're not giving people something new, creative, and fun to really attach themselves to, and to have fun with you, to have fun with your brand, and interact in a way that totally gives them a sense of ownership and just invigoration, then what fun is it? It becomes boring, and you go in with all of the other noise.

We were talked about so much, and it just so happened, Maggie, that that week that you and I met at the Podcast Movement was the tail end of *Shark Week*.

MAGGIE: Yeah.

KATIE: And so I was in the middle of all of it and it was so exciting. And so many people there were talking about it. It was getting talked about at that event. The residual effects it has had on my brand in how much it's been getting talked about is worth more than six months of, okay, Katie has been building this podcast steadily over time, and she's been doing the same thing, and just doing it more effectively and more efficiently. That's just not the sexy stuff, so when it comes to this innovative, the doing things that are sort of in the media and getting talked about, playing off of those things, having fun with it, and doing it in a way, yes, it does take more energy. Yes, it does take a lot of time.

And, yes, it took money. It took money for us to mail out all of those packages. It took money for us to put on Facebook ads. It took money to pay for our time in order to do this stuff. But the investment that we made was worth it because now somebody who is brand new to my brand had a fun experience with me and they've become brand ambassadors for me. They've become listeners for life. They're listening to what I'm doing now.

Now, when I have a webinar about X, that's going to translate into them being there and to them purchasing things from me and believing in my product and my brand. And so it just has so many residual effects, and I guess the big lesson there is that you just constantly have to innovate. You constantly have to try new things and make it fun.

MAGGIE: I just had a guest on, and we were talking about the fun, how when there's something fun going on you cannot help but want to be a part of it.

KATIE: Yeah, it's so true.

MAGGIE: It's like, what are they doing? And I think that that's such a good marketing lesson we always have to be reminded of. I know walking away from Podcast Movement after talking to you and Jessica Cooperman, a few other people, I was like, yeah, I need to do some things to freshen up my show.

KATIE: Yeah, exactly.

MAGGIE: To make it more fun for me and more fun for the listeners. Listeners, it's coming. Just wait!

[Laughter]

KATIE: Watch out! Muh-ha-ha.

MAGGIE: Yeah, new things are coming. Just had to finish up what I was already in the middle of.

KATIE: Yeah. Yeah, but it's a psychology too because there's a pattern interrupt. If our show sounds the same every single time --

MAGGIE: Exactly.

KATIE: If there's nothing fresh, like when you have a pattern interrupt then the people who have been listening a long time all of a sudden get refreshed with it. And the people who haven't been listening, are new to it, have a new experience that they're really excited about.

MAGGIE: Well, I mean, if you listen -- I mean, we all listen to podcasts. You're all listening to a podcast right now. The reality is, when the music is that boom-chi-chi-pa-poom-chi-chi, and the really boring intro, after a while it's not that exciting.

KATIE: (Indiscernible).

MAGGIE: It's not that exciting. Where if it's someone is really upbeat and fun.

KATIE: Yep.

MAGGIE: I actually had a compliment from a listener the other day. She said, "Wow, I love your energy because you don't sound like you're on NPR."

[Laughter]

MAGGIE: I was like, thank goodness.

KATIE: Thank you. Good compliment.

MAGGIE: Yep. That's the best compliment I've ever had. I don't want to be NRP. I'm Marketing Moxie, thank you very much.

Katie, I think this was really good. I think, everyone, if you want to check out the takeaways for the episode, hop on over to the show notes. Katie, where can everyone find you and learn more about you and your show?

KATIE: They can go to [BizWomenRock.com](http://BizWomenRock.com), and all of our information is there. All of our shows are there. And I'm very, very active on Facebook, so if you just look up Katie Krimitsos on Facebook or Biz Women Rock on Facebook, I'd love for everyone to be part of our private Facebook community, BWR Connect. We're just very, very active there.

MAGGIE: Thank you so much, Katie. Guys, you definitely need to know Katie. She's awesome. I adore her, and I'm so glad I got to meet her in person. Thank you, guys, so much for listening.

KATIE: Thanks, girl. Ah, thank you so much, Maggie. You're awesome, girl.

MAGGIE: All right, people. Let's get into the takeaways. We like to keep Marketing Moxie short and sweet, so here are the three takeaways and the things I learned in this interview with Katie, and I hope you learned something as well.

Takeaway number one: Katie, right off the top, talked about how the idea wasn't just her idea. It was the idea of her social media manager and of her husband Chris. The lesson there is don't go it alone. When you are trying to come up with a creative idea, look outside yourself. Look beyond. Get a friend. Brainstorm with your husband, your kids, whoever it might be to see what might work. You never know where a really good idea is going to come from.

Takeaway number two: Don't be afraid to ask. That fear often is what holds us back. That is what we don't want to do. Katie invited, she said, between 30 and 50 people that had been on *Shark Tank*. Then remember what she said? It wasn't that hard. She got about a 75% to 80% response rate, so just ask because here's the thing.

I always tell people this when they're pitching. If you don't ask, you don't get. And what's the worst that's going to happen? It's an email. They're going to email you back and say no thank you, or they're just not going to email you back. So it's pretty low risk. It's not like you're going to the door, asking, and going to have a face-to-face rejection. It's all very safe because we're here on the Interwebs.

Takeaway number three: By implementing this creative strategy, Katie really mixed it up. By taking something from pop culture, from a well known business show that we all know and love, and if you don't love *Shark Tank*, I can't believe you're even listening to this show. But the reality is, we need to take away and be able to mix things up. Keep it fresh. Be innovative. By introducing ideas like this that are timely and relevant, we can do that.

Look for opportunities to innovate with what's going on around you. Maybe, at the time of recording, *Scandal* is about to premier, which is my new favorite show. You might be hearing a little more about *Scandal* in the future because the reality is there's always a good lesson on *Scandal* for marketing and communications. See what I just did there? I took something that a lot of people know and like. Maybe it's *Doctor Who* for you or *Star Trek*, but find ways to tie into bigger things that people can really get behind and get your community excited.

If you would like to get a recap on the takeaways and learn more about Katie, her show, and her community, you can hop on over to the show notes at [MaggiePatterson.com/Episode36](http://MaggiePatterson.com/Episode36).

Next week we are starting a brand new series. I am so excited for this series. It's going to sound really boring, but it's the business of business. But it's not going to be boring. I have some amazing guest experts coming on, and we are going to do it Marketing Moxie style: short, sweet, actionable, so you can take these ideas and use them in your business and to up your marketing game.

I would love to hear from you, so tweet me @MagsPatterson on Twitter. You can also feel free to email me or connect with me over in our Facebook group. If you aren't a member of the Marketing Moxie Community, you need to be. There are some seriously rocking conversations going on right there. If you like this show, I'm sure you'll find your kind over there. You can join the group at [MaggiePatterson.com/group](http://MaggiePatterson.com/group). Of course, that will be linked up in the show notes.

I will catch you all soon. Thank you so much for listening. I appreciate you.

OUTRO: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at <http://www.maggiepatterson.com> for show notes and more episodes.

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