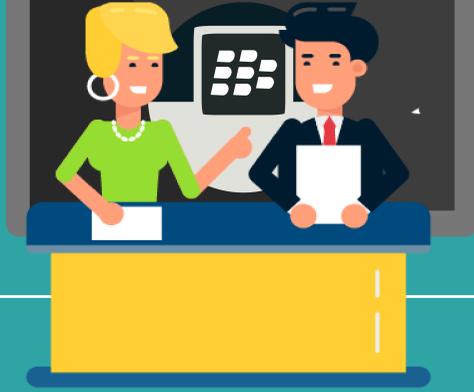


9 STEPS TO GET YOUR BRAND ON TALK SHOWS



#1. Spend the time to do the research

Determine which talk show offers the right fit.

- Demographic of Show
- Distribution
- Audience Reach
- Time Slot
- Storyline fit

#2. Reach out and follow up



If you are booking a person... speak with the booking agent. If you are booking your brand, you need to speak with a segment producer.



Come prepared!

You need a quick ironclad story pitch on why the brand's product is not only unique, but also a great fit for the show.

Think outside the box.



Find a way to make your brand different! Partner with a celebrity as a spokesperson (you'll be booked quicker) or a charity partner. Explore audience gifting options. Be valuable to production and provide uniqueness.

Have a follow up email already prepared outlining the story just pitched, with images of the brand and a description of the on-air giveaway that will accompany it for audience or individual gifting.

#3. Gift presentation

Create a fun gift presentation to stand out and allow the production an interesting opening experience.

For actual day-of giveaways, some productions prefer gift cards that audience members can redeem.

You get to pay for shipping.



#4. Know your budget

Talk shows require different fee structures based on the specific show, and what on-air and off-air elements are included.



Audience Size And Reach



Typical Ad Rate

DAY TIME TALK SHOWS

Expect to pay anywhere from \$25,000 to \$150,000 for a couple of messaging points and an audience giveaway.

Or \$500k+ for full blown segments or campaigns.

\$1M+

LATE NIGHT TALK SHOWS

Know you are going to be spending millions of dollars in media to support – plus the up to 7 figure integration fee.

As Seen On TV

The rights to this phrase will typically require a licensed royalty fee based on where the brand wishes to display the show's logo...

5# Know what you are asking for



Simplicity is key.

Be sure to phonetically sound out in writing any troublesome brand names, as hosts may not get them right.

Try to obtain an on-screen graphic of a lower chyron with the brand name and/or a messaging point. Noisy audiences cheering your brand can ruin the moment you were expecting.



Verbal messaging will range from one to two sentences.



Want the clip on your brand's website?

Negotiate the rights and expect to pay \$\$\$.



If allowed...write a short press release and post online on a news release wire site like prweb.com or prnewswire.com.

Your goal? Establish a long-term SEO footprint and association to the production and host. Some will argue that it benefits SEO, some will argue that it doesn't – but regardless, it expands your online footprint and helps cement that the partnership took place after the fact.

#7 Think social

Before the show goes live, develop a hashtag that is trackable and share the pre-show approved post out on your social media along with the airdate. Then track it once the show has aired!

Brand managers should seek approval for a social media pre- and after-show post, which will need to have the verbiage cleared by the production.

#8. Pre-imagine what you want the on-stage display to look like

Make sure there is a display that fits the brand's core messaging. Productions will work with the brand to develop the display, and may include a sign with logo and product image, along with actual product. Or it might just be your product + logo. Discuss this during negotiations.

#9. Know how you are going to track and determine success

- Discount code for home viewers with a downloadable coupon, on air or on the show's website, makes tracking easy.
- Have your social team track the integration-specific hashtag and looking for additional social chatter.
- Check your Google Analytics to see website traffic the day of and the days immediately following the integration.

Need entertainment marketing advice? Set up a FREE complimentary consultation at HollywoodBranded.com/Chat