



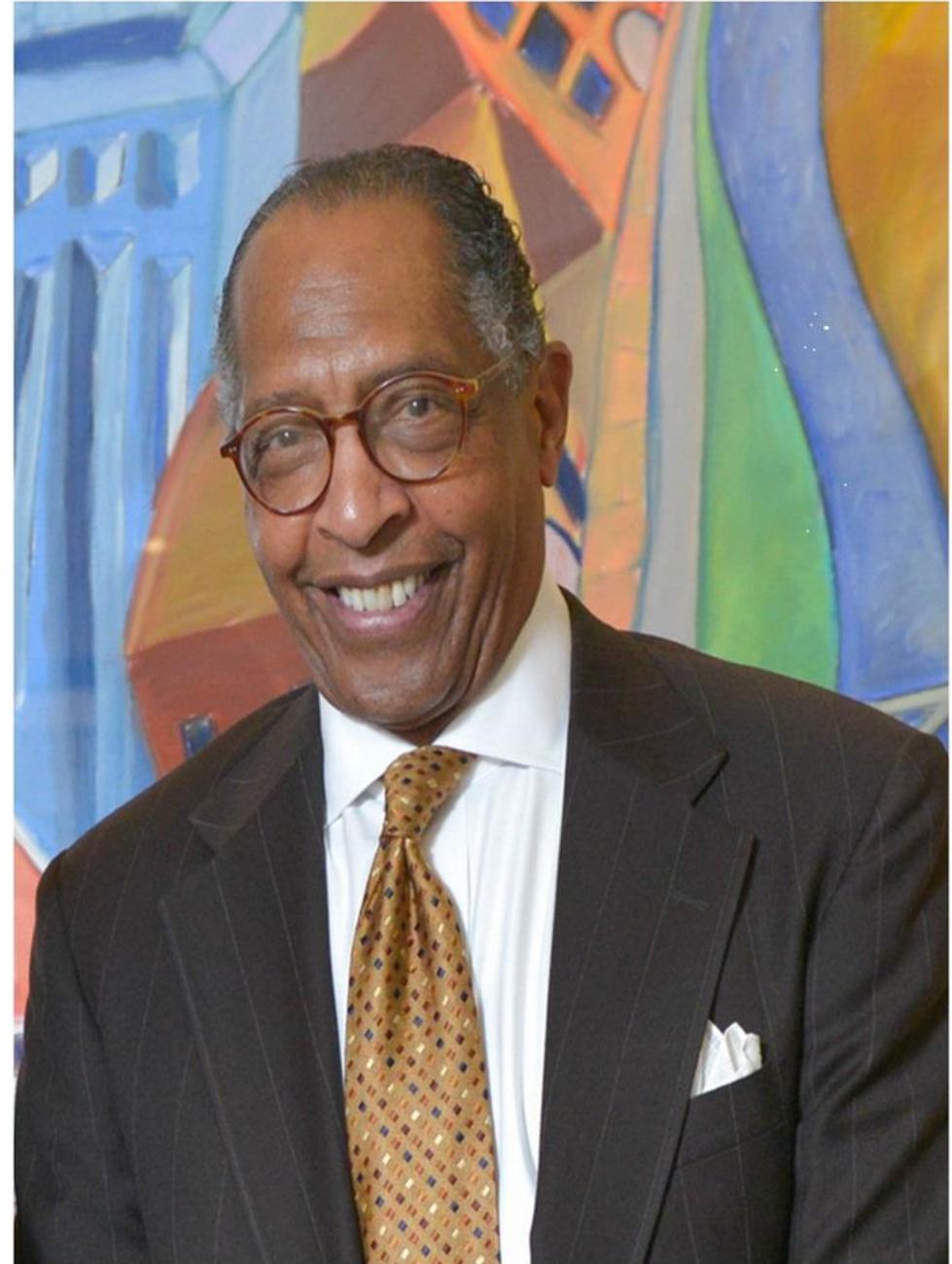
Department of
General Services

Marketing 101: Ways to Market Your Business

COMMUNICATION
STRATEGIES

PETER
WOOLFOLK

PRESIDENT & FOUNDER



WHAT IS MARKETING?



WHY IS MARKETING IMPORTANT?



- Notifies the public of your business and what you are offering.
- Creates a narrative of your business's benefits.
- Shows your business's relevance in the market.
- Builds reputation
- Gaining new customers
- Increase sells
- Assists in growing a business

BET ON YOURSELF!

Wanted:

- Notable, High-end Client
- Upgrade Perception
- Validate Business Capabilities
- Media Worthy Name Recognition
- No Money Involved

PR firm lands Nashville Ballet as client

BY GEERT DE LOMBAERDE
NASHVILLE BUSINESS JOURNAL

A young public relations firm has added the Nashville Ballet to its client roster, cementing its fast start.

Communications Strategies of Tennessee LLC was founded in June by Peter Woolfolk, the former vice president of communications and public relations at Fisk University. After he was let go by the school at the end of February, Woolfolk was prodded by friends to set up his own venture.

"Some folks thought there was room in town for a talented minority public relations firm," he says. "It sounded like an opportunity."

Communications Strategies has five employees. Beyond traditional PR services like news releases and special events, the firm helps clients with videoconferences, radio media tours and speech writing. Other clients include Fleetguard, the Tennessee Jazz & Blues Society and the Tennessee Minority Suppliers Development Council.

Communications Strategies' early successes put it on track to be among the top 15 PR firms in the area. Firms with a similar number of employees include Logic Media Group and The Bradford Group. The most recent *Business Journal* list of PR firms ranked them ninth and 13th, respectively, based

on 2003 local PR fee income.

Woolfolk's relationship with the Ballet began while he was at Fisk and volunteered to do some outreach work. He stayed in touch after being laid off and was hired earlier this month.

Woolfolk, who is working toward being certified by the Minority Suppliers Development Council, came to Fisk from Washington, D.C., where he worked with several members of Congress and was the communications director for an assistant secretary at the U.S. Department of Education during the Clinton administration. He later worked for former Surgeon General David Satcher.

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'It sounded like an opportunity.'

Peter Woolfolk
Communications Strategies of Tennessee LLC



Woolfolk

HOW THIS RELATES TO YOUR BUSINESS



Key Steps to Follow:

- Do your research.
- Use your network to locate and identify business opportunities.
- Build relationships.
- Do not be afraid of rejection.
- Learn something from every circumstance.

BET ON YOUR BUSINESS!

- Met with all of Nashville's top PR Firm Presidents
- Presented experience & credentials
- Offered to accept small jobs

The image displays two newspaper clippings and a logo. The left clipping is from the Tennessee Tribune, page 2A, dated Tuesday, January 11, 2005. The headline reads "Nashville Opera Selects Communications Strategies, LLC as PR Firm". Below the headline is a portrait of Peter Woolfolk, followed by a caption and a short article. The right clipping is from the same newspaper, page 3E, under the "Local Business" section. The headline reads "Opera chooses P.R. company". It includes a smaller portrait of Peter Woolfolk and a short article. Below the clippings is the logo for Nashville Opera, featuring a large stylized "O" followed by the words "NASHVILLE OPERA".

2A
Tennessee Tribune

Nashville Opera Selects Communications Strategies, LLC as PR Firm

Peter Woolfolk
The Nashville Opera has signed a contract with Communications Strategies of Tennessee, LLC as its public relations firm of record. Communications Strategies will handle the publicity for two upcoming operas in January and April, and collaborate on strategy development.

The public relations firm is headed by Peter C. Woolfolk, former vice president of communications at Fisk University and has offices at 3200 West End Avenue, Suite 500 in Nashville.

www.tennessean.com THE TENNESSEAN Tuesday, January 11, 2005 3E

Local Business
MUSIC & MEDIA

Opera chooses P.R. company

The Nashville Opera has selected Communications Strategies of Tennessee LLC as its public relations firm of record. The company was founded by Peter Woolfolk, former vice president of communications at Fisk University and a veteran of radio broadcasting and governmental public relations in Washington, D.C. He also is a board member of the Tennessee Jazz & Blues Society. The agency will publicize upcoming operas in January and April and work on strategy development.

WOOLFOLK

NASHVILLE OPERA

HOW THIS RELATES TO YOUR BUSINESS



What Sets Your Business Apart:

- Why should your business be chosen for the job or contract?
- Have you or your business acquired specialized education/training or licensing that would be advantageous in your industry?
- What futuristic goals have you set for your business?
- Are you able to forecast potential business opportunities?

Communications Strategies News

www.commstratenn.com

Exceed Expectations

- Since 2004

Tenn Supreme Court, Lane College Make History



Peter Woolfolk, center, with all Tenn Supreme Court and Lane President Logan Hampton at reception for justices in Jackson, TN

From attending a reception for the Tennessee Supreme Court Justices at Cumberland University, Woolfolk wondered if this event had ever been presented on a Tennessee HBCU campus. He schedule a meeting with Supreme Court officials and discovered the answer was, “no.” Although the Supreme Court had mentioned doing so.

Determining there was no problem if he explored the possibility of locating an interested HBCU in West Tennessee he took action.

Through business contacts Woolfolk was able to call the president of Lane College.

. That call resulted in an invitation for him to make a presentation to the president and board members concerning the possibility of having the state Supreme Court at Lane. Officials agreed and Woolfolk received a contract to make it happen. And make it happen he did.

On November 29, 2017 the entire Tennessee Supreme Court held its SCALES program at Lane College, thereby making history as the first HBCU college to host this event since it began in 1995.

MARKET YOUR BUSINESS!

- Create a website
- Create electronic flyers
- Create news releases
- Create a social media presence:
 - LinkedIn
 - Twitter
 - YouTube



UTILIZE FREE MARKETING RESOURCES

- Canva- www.canva.com
- Lucid Press- www.lucidpress.com
 - Logos
 - Newsletters
 - Brochures
 - Letterheads
 - Menu
- Renderforest- www.renderforest.com
- Videvo- www.videvo.net
- Pixabay- <https://pixabay.com>
 - Video Clips
 - Templates



Steps to Grow a Podcast Audience

- Interview professionals from across the U.S.
- Offer potential interview opportunities via PRSA “Open Forum” and to other PRSA groups.
- Encourage guests to post they were on the podcast: Twitter, LinkedIn, Instagram, Facebook, etc.
- Respond to selected PRSA “Open Forum” inquiries with link to appropriate podcast episode.
- Traded international communications magazine interview for two podcast ad spaces.
- Promote “Top” & “Best” rankings on social media platforms.

Jodi Amendola @jamendola · 5h
It was such a pleasure to sit down with @peter_woolfolk on the Public Relations Review Podcast. Check it out!

Amendola Comm. @AmendolaComm · 5h
PODCAST EPISODE: Our own Amendola CEO @Jamendola sat down with @peter_woolfolk of the Public Relations Review Podcast where she provided an overview of how she succeeded in helping #HealthcareTech firms benefit from professional #PR expertise. bit.ly/3inqlCp

Public Relations Review Podcast:
HOW GREAT PR FOR HEALTHCARE TECHNOLOGY BENEFITS THE INDUSTRY AND THE NATION!
With Jodi Amendola, CEO, Amendola Communications

Garrett Public Relations
May 28, 2019
AI in PR - what can we do now to prepare for the future? I discuss this and more on the Public Relations Review podcast. Thank you to Peter Woolfolk of Communication Strategies for inviting me. <https://commstratenn.com/>
Happy to give a shoutout to Christopher Penn of Trust Insights, my go-to source for all things related to artificial intelligence and ipublicrelations. And a shoutout to Talkwalker, one company that is actually walking its talk when it comes to incorporating AI into its solutions.

Top 25 PR Podcasts You Must Follow in 2021
Last Updated Apr 14, 2021
About this list & ranking

Submit Blog
Do you want more traffic, leads, and sales? Submit your blog below if you want to grow your traffic and revenue.
[SUBMIT YOUR BLOG](#)

PR Podcasts

10. Public Relations Review Podcast
Nashville, Tennessee, United States
About Podcast A program to discuss public relations topics, issues and more with professionals, educators, vendors and others. Guests from around the U.S. (and some international) will be interviewed. All while providing solid information of interest to public relations professionals at all levels. Topic ideas are invited.
Frequency 3 episodes / month
Since Feb 2019
Podcast feeds: buzzsprout.com/999565 [Follow](#)
Podcast followers 29 · Alexa Rank 4.1K

Public Relations Review Podcast
This podcast interviews public relations professionals from all across America...and the world is listening. Why? These experienced professionals provide information on topics of interest to all PR practitioners. We also anticipate including international interviews to this podcast.

We are hosted on:
...and on 20 other sites.

APPLE PODCASTS
Spotify
Google Podcasts
iHeartRadio

QUESTIONS/ FEEDBACK

