

# Master Stylist PR Case Study

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**SARAH PARSONS MEDIA**



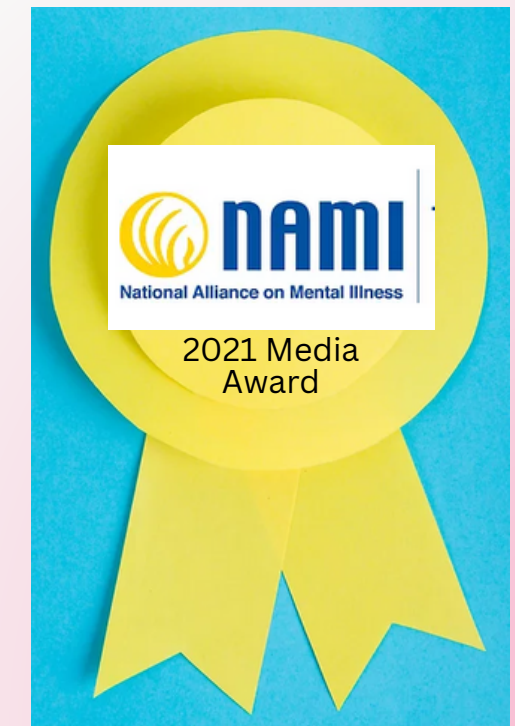
# Company Overview

Sarah Parsons Media (SPM) is an award winning Public Relations firm founded in 2021. Our sole mission is to create a more holistic, transparent, and story-based approach to public relations.

At SPM we provide each client with an unparalleled amount of care and dedication. By focusing intimately on their story we're able to uncover and create a bespoke approach on where and how they show up in the media and most importantly - why.

The SPM team, headed by Founder Sarah Parsons, brings years of hands on PR experience and intimate knowledge of media relations, graphic design, and branding to the table. Our creative expertise in developing an eye-catching story is rooted in 12+ years spent in the arts, theatre, and film space.

Coupled with Sarah's background as an executive member of multiple LA based start-ups, our approach to public relations is uniquely crafted for artists, creatives, entrepreneurs, and changemakers looking to become more visible and expand their reach by sharing their mission in a purposeful way that will resonate for years to come.



Awards SPM has Received:



# Defining PR in 2023:

**Why This Matters:** There are many different facets that fall under the umbrella of what Public Relations, including: events, reputation management, red carpets, interviews, and articles. To have an in depth understanding of what SPM does we've provided this definition.

At SPM, we focus on securing our client's earned press.

Earned Press includes: interviews (magazine, TV, podcasts, summits), contributor articles, expert commentary, paid or even exchange partnerships in targeted media platforms that align with the clients goal and story/brand. We do not pay for press placements.

Earned Press is the basis of building your trust worthiness in the eyes of the public as it cannot be bought and paid for. Through earned press it is possible to build a sustainable and positive PR legacy for a company, brand, or individual over time.

Because earned press can not be bought and paid for it can never be guaranteed as a "sure thing." I believe it's incredibly important to be transparent about this nature of PR from the beginning.

# Challenges and Objectives

## Challenges

- Client had a fear of their story being misunderstood or misrepresented.
  - Client had no previous PR or media coverage.
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## Objectives

- Maintain the integrity and authenticity in the telling and sharing of this client's story through targeting specific media platforms and also through recurring one on one story coaching with the client.
- Identify the client's key qualities, skills, and story highlights that can be used as hooks to generate press interest. As well as craft a positive, authentic personal brand based on the client's life story.



# The Proposed Strategy

## **01 The Personal Story**

Share the client's founder's story and hero story with targeted press with authenticity and transparency to highlight their challenges and how they overcame them.

## **02 Expert Insights**

Get the client positioned as a trusted "expert" through key placements in notable publications in the beauty and lifestyle sector.

## **03 Expert Recommendations**

Solidfy client's "expert" status in the public eye by connecting them with publications that look to them for product and care recommendations over several placements.

# Measuring the Results

On the following pages you'll find four different charts tracking the success of our PR campaign for this client.

On the right, you'll find the specific areas of growth we measure to track the success of each PR campaign:

## 01 Number of Placements

In this case study placements are defined as the earned media coverage secured by SPM. This includes interviews, mentions, and features.

## 02 Coverage Views

This is the actual number of times an online placement has been viewed.

## 03 Social Engagement

This is the accumulative number of social shares, likes, and interaction generated by through the secure placements in open and dark socials.

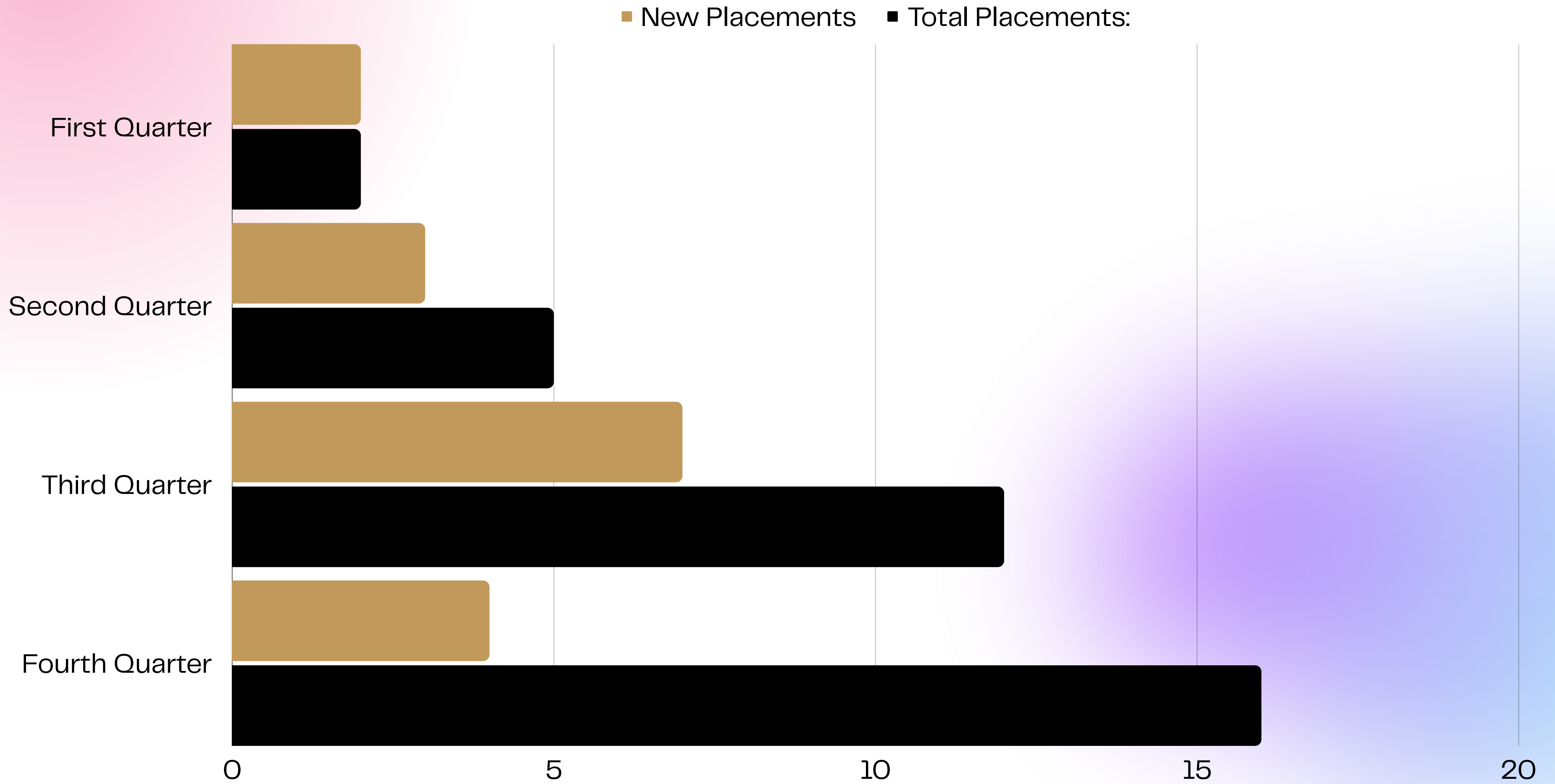
## 04 Domain Authority

Base out of a possible 100 (being the best), this is score based on public sentiment on how trustworthy a publication is.

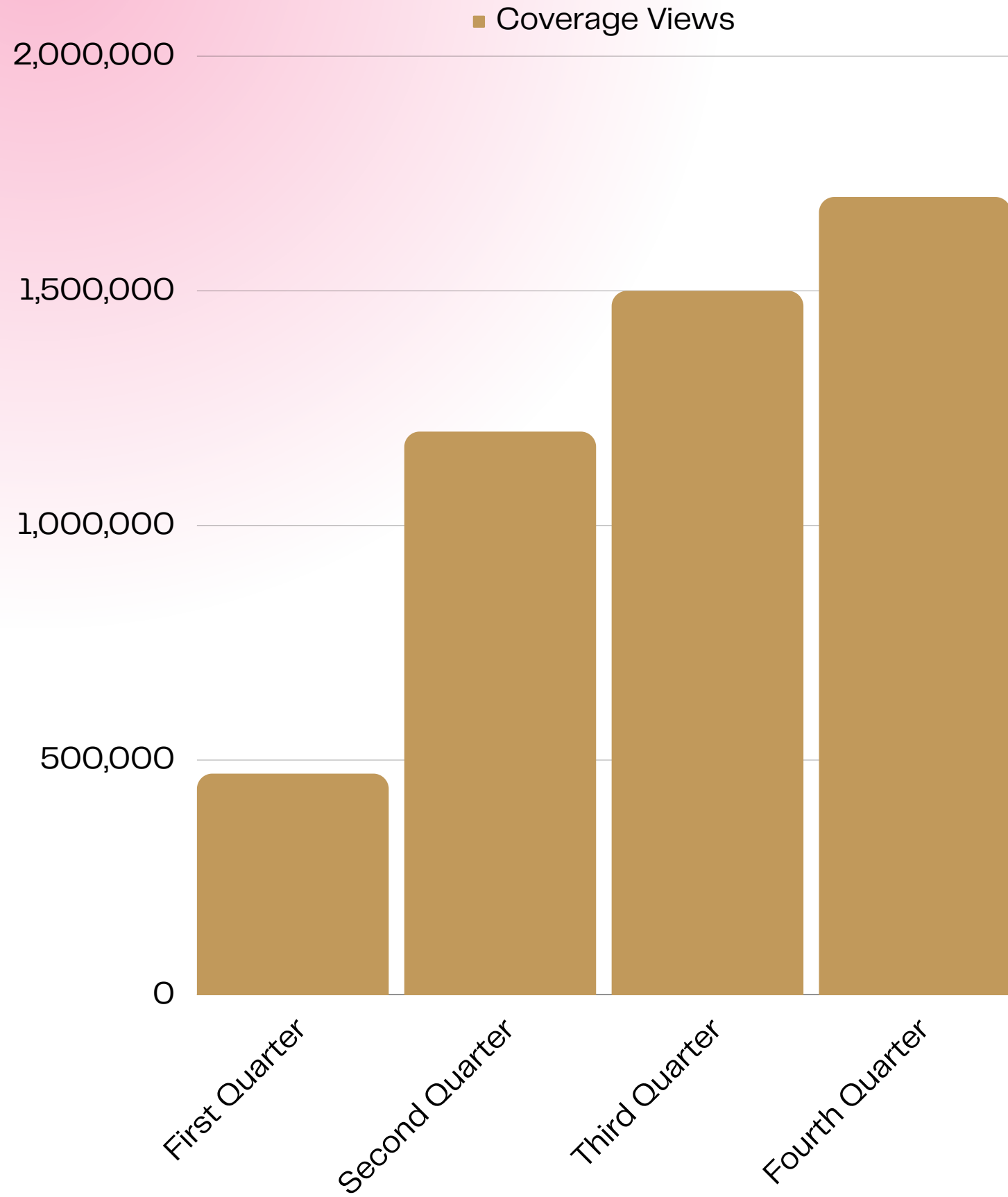
\*The following results were measured by a third party reporting tool Released over the span of a calendar year (12 consecutive months).



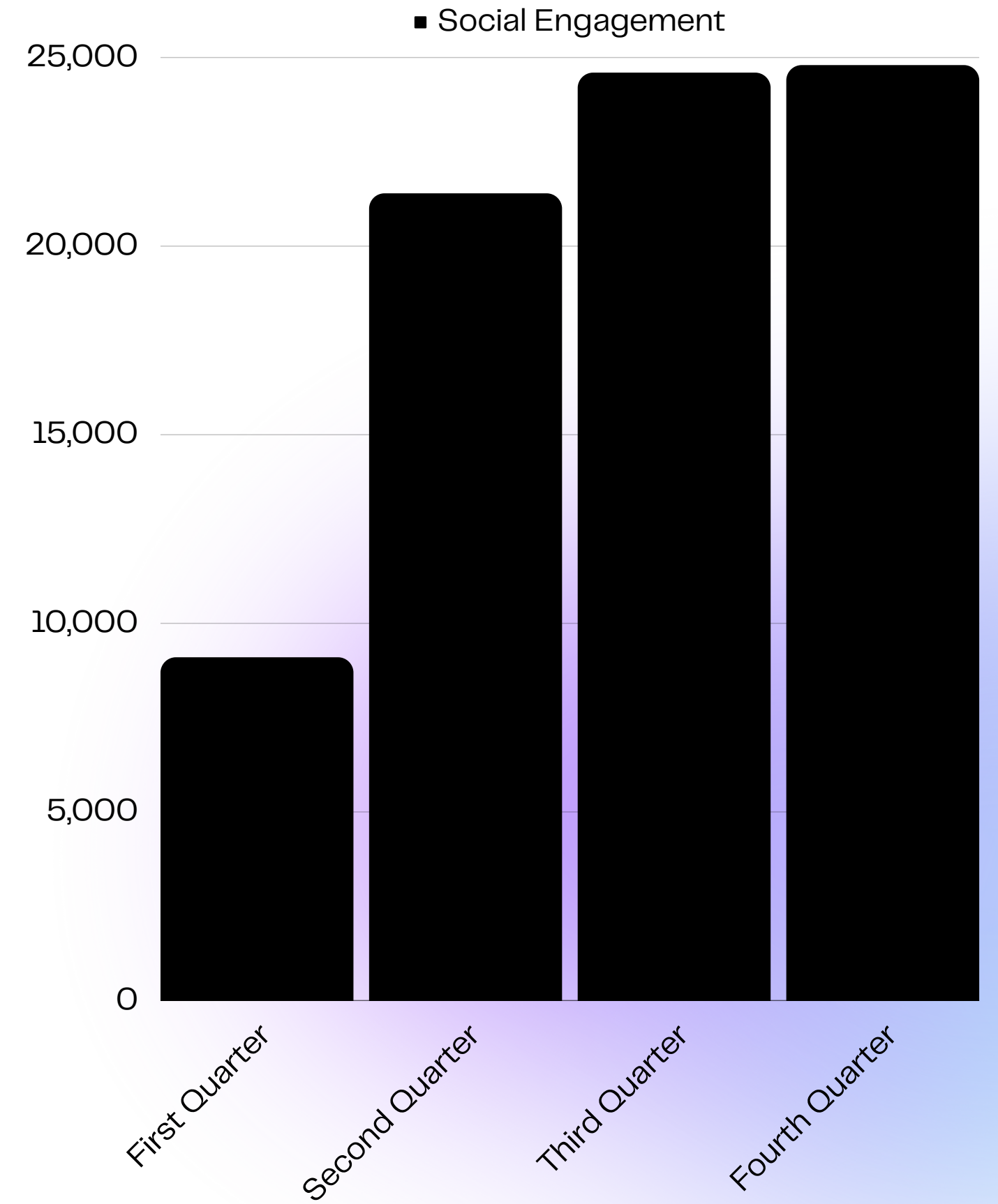
# Chart 01: Number of Placements



## Chart 02: Coverage Views

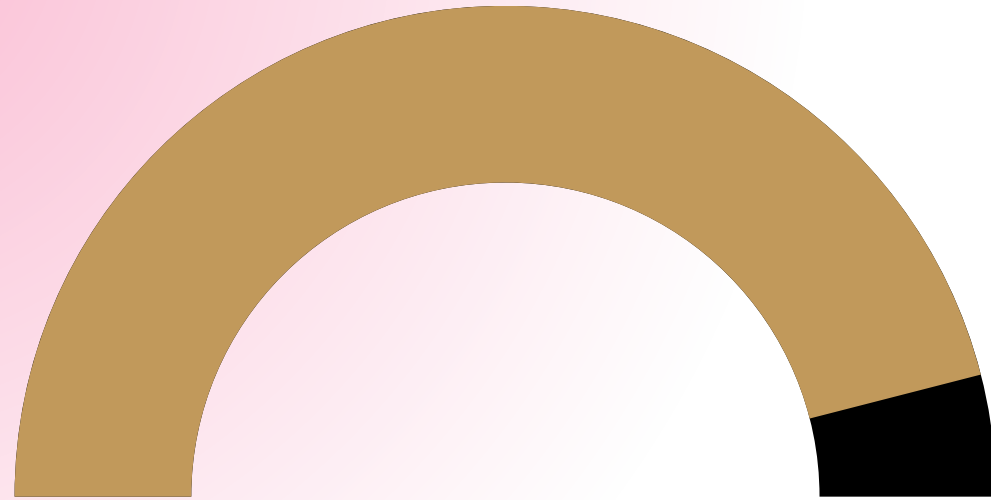


## Chart 03: Social Engagement

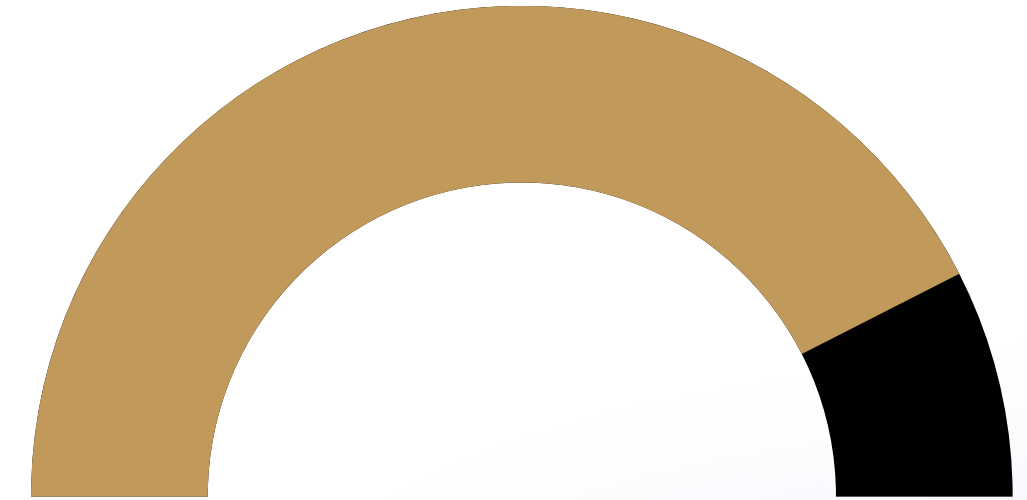




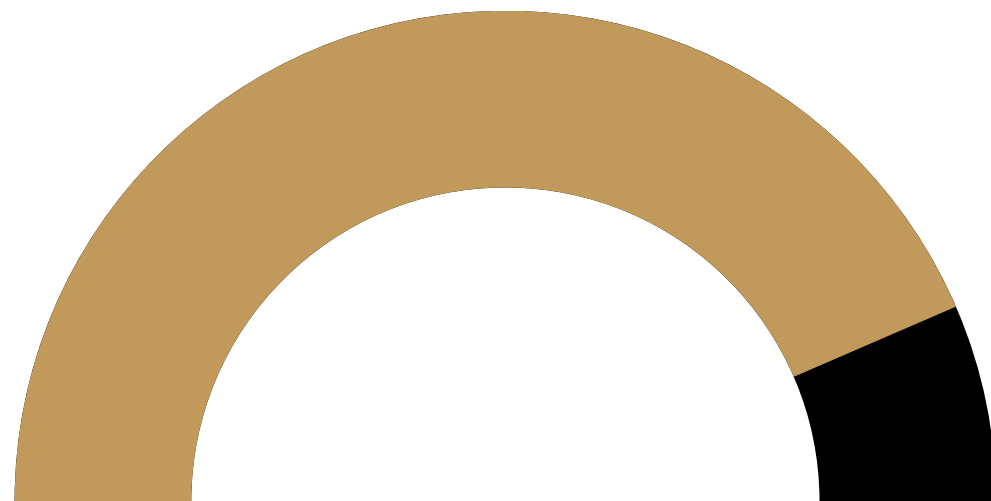
## 04: Domain Authority



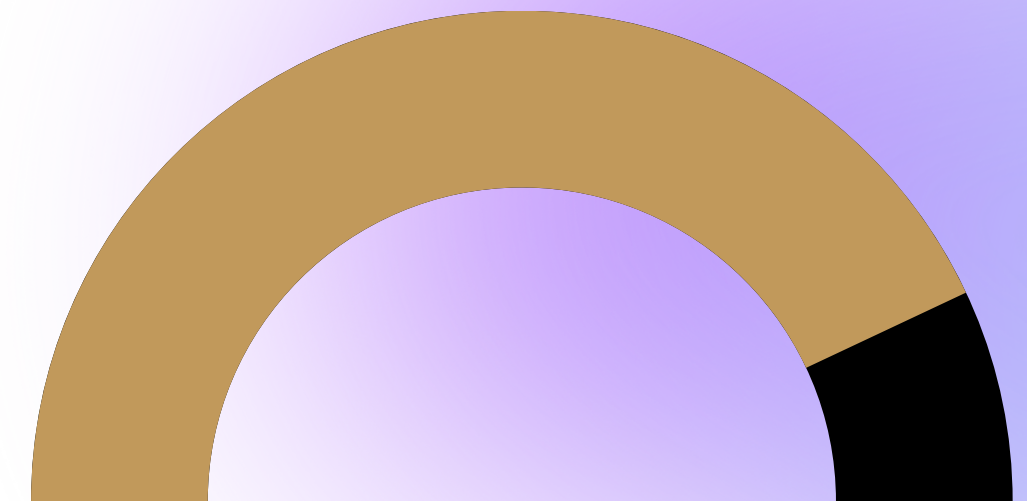
**1st Quarter: 92**



**2nd Quarter: 85**



**3rd Quarter: 87**



**4th Quarter: 86**

# Results Recap:

## Number of Placements

Grew from 0 to 16 in a calendar year. It's important to note this was without any type of book release, event, or announcement, this was press purely generated from positioning this client's story and expertise in accordance with their story, values, and branding goals.

## Coverage Views

As seen in the previous "Coverage Views" chart, this client was able to achieve a substantial amount of views from just 16 press placements in targeted publications that their ideal audience interacts with and growing the views from 0 to 1.7m in a year.

## Social Engagement

As seen in the "Social Engagement" chart, we were able to achieve steady growth from the first quarter starting at 9.1k to 24.8K by the fourth quarter. This signifies the interaction generated on social media in addition to coverage views on the website where the placement lives (i.e. NYT's website versus their socials).

## Domain Authority:

As seen in the Domain Authority chart we were able to secure high-trust level publications right out of the gate and continued to maintain that high-level of trustworthiness even as we expanded the number and type of publications we secured for the client.



**Publications  
this Client  
Appeared in:**

**BESTLIFE**

martha  
stewart

**InStyle**

**Health BYRDIE**

**Bustle <sup>the</sup> Strategist**

**!HUFFPOST!**

\*Please Note: this is not a comprehensive list of publications  
this client has appeared in.

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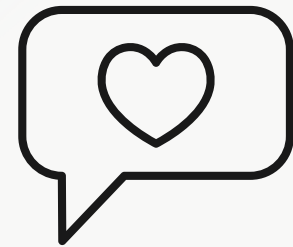
# Client's Testimonial:

**"...If you are an artist or and individual with a passion and wants to share it with the world then Sarah Parsons Media is the one. She is extraordinary in how she can get the best out you and makes it easy to deliver it.**

**Being not a native speaker, it could be difficult, she helped build my confidence in the way I communicate my passion. Sarah is truly a blessing to my life."**



# Get In Touch



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**Website**

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