

## A] PR PLAN

### DIGITAL SKILLS AND CLIENT MANAGEMENT - PR PLAN

In response to the task assigned, I've developed a comprehensive PR plan for BRITstralian, a leading podcast that has made significant strides in the realm of travel and cultural exploration. BRITstralian shines brightly in the podcasting sphere, having accomplished the impressive achievement of reaching the top position in the Apple Podcast charts for "Places and Travel" in Australia. This recognition, along with a plethora of statistics and insights garnered from various sources, underscores the podcast's widespread appeal and influence. With a diverse and engaged audience spanning multiple social media platforms and demographics, BRITstralian is well positioned to further elevate its profile and reach new heights of success. Leveraging this momentum, my PR campaign's help to harness the podcast's strength and capitalise on emerging worldwide. Through strategic initiatives spanning content creation, social media engagement, audience outreach, and partnerships, my goal is to propel BRITstralian to new levels of prominence while cementing its reputation as a trusted source of captivating storytelling and cultural exploration. Drawing inspiration from Gregory's 10-step planning model, this campaign is meticulously crafted to maximise impact, drive results, and propel BRITstralian into the forefront of the podcasting landscape.

#### **Research:**

##### **Social Media research:**

BRITstralian has an active presence on various social media platforms, with a focus on Instagram, Facebook, Spotify, Apple Podcasts, Google Podcasts, Youtube, and LinkedIn. Analysis on their social media engagement reveals valuable insights into their audience demographics and behaviour. According to data provided by BRITstralian, their followers span a wide age range, primarily between 35-44 years old, with a significant majority identifying as female. Approximately 48% of their listeners are based in the UK, while 52% are located in Australia. The podcast aims to expand its social media follow and attract a younger audience to further enhance its reach and engagement.

##### **External research:**

- Exploration of countries that appeal to British individuals seeking opportunities to work abroad uncovers key insights into potential audience interests and preferences. Research indicates that countries such as Canada, New Zealand, and the United States are popular destinations for British expats due to factors such as job opportunities, quality of life and cultural similarities. Tailoring BRITstralian's content to resonate with expats in these countries can broaden the podcast's appeal and attract a global audience interested in diverse cultural experiences and perspectives.
- The challenges and obstacles faced by individuals aspiring to immigrate in Australia reveals several key pain points and concerns within BRITstralian's target audience. Research indicates factors such as visa restrictions, job availability, and the cost of living are significant barriers to immigration. Addressing these barriers through informative content and resources can enhance the podcast's relevance and value proposition to potential expats. By providing practical advice, insights, and support,

BRITstralian can position itself as a trusted resource for individuals navigating the immigration process.

### **Internal Research:**

Several significant findings have been found by a content analysis of the current BRITstralian content across a number of channels, including podcast episodes and Anna's personal pages.

First of all, BRITstralian's material shows a great effort to keep viewers interested by featuring stories and interviews with British expats living in Australia. The podcast features guests from a range of backgrounds while continuing to emphasise diversity and inclusivity. The episodes of the podcast and Anna's personal sites also exhibit professionalism and genuineness, which adds to the show's legitimacy.

But currently, neither BRITstralian nor Anna's personal profiles have much content that is especially geared toward UK readers. Content about British culture, expat life in Australia, and travel advice that speaks to the interests of UK listeners could draw in more followers from the UK.

- There is a potential opportunity to incorporate more interactive elements into both the podcast episodes and Anna's personal pages. This could include live Q&A sessions, interactive polls, or audience-driven content ideas to increase engagement and foster a sense of community.
- While BRITstralian covers a variety of topics, there could be a focus on more in-depth storytelling to provide deeper insights into the experiences of British expats in Australia. This could involve longer-form interviews, narrative-driven episodes, or documentary-style content to captivate listeners' attention.

### **Objectives:**

1. Reach 2,000 Instagram followers for BRITstralian in less than six months:
  - *Specific:* Use interaction techniques and content curation to improve your Instagram presence.
  - *Measurable:* Monitor your Instagram following each month with the goal of reaching 2,000 followers overall in six months.
  - *Achievable:* To get and keep followers, use tried-and-true growth strategies like hashtags, collaborations, and content optimisation.
  - *Realistic:* With effective techniques, reaching 2,000 followers in six months is doable, especially considering BRITstralian's current following and engagement levels.
  - *Timely:* Review and modify strategies on a regular basis to guarantee consistent progress toward the goal within the allotted period.
2. Boost engagement on BRITstralian's YouTube channel by achieving an average of 500 views per video within three months:
  - *Specific:* Increase viewer engagement through the production of captivating and informative content.
  - *Measurable:* Track the number of views each YouTube video and aim to reach 500 views on average each video in three months.
  - *Achievable:* To increase views and interaction, add YouTube shorts and enhance the quality of your material.

- *Realistic*: It is feasible to achieve an average of 500 views per video in three months with persistent effort and high-quality content creation.
- *Timely*: To reach the goal within the allotted time, make necessary adjustments to tactics, analyse analytics often, and quickly implement changes to content and thumbnails.

## **Strategy:**

- Collaborate with well-known adventure producers and influencers to jointly develop an array of exhilarating journeys throughout Australia. Each episode highlights the adventures of British expats while showcasing the beauty and excitement of the Australian landscape, whether they are trekking stunning trails or surfing huge waves.
- Inform and involve the audience with interactive tasks based on actual expat experiences. Encourage audience engagement and user-generated content by asking listeners to share their own adventure stories and images, whether the topic is "Urban Exploration Challenges" or "Survival Skills Down Under."is part of the initiative "BRITstralian Adventures: Explore, Engage, Empower."Boost the campaign's impact by giving young British expats more opportunity to speak up and share their own viewpoints and stories. via engrossing stories and genuine storytelling on Tik Tok.
- Make a special YouTube Shorts series with little bursts of thrilling foreign experiences. Younger viewers can be drawn in and encouraged to explore more by grabbing their attention with dynamic images, catchy music, and concise narration.
- Customised thumbnails can improve brand recognition and aesthetic appeal.Make use of eye-catching graphics, strong font, and vivid colours to draw readers in and set BRITstralian's material apart from the competition.

## **Tactics:**

### 1. Piggybacking on Current News Stories:

- Australian Government's Recruitment Campaign: Create social media postings that emphasise the opportunities that exist for British professionals in Australia and the advantages of living and working there. Make use of captivating images and educational subtitles to draw in prospective foreign residents and promote engagement.
- The Visit of Rumoured King Charles: Use the interest and enthusiasm that British audiences have for King Charles' impending visit to Australia to generate anticipatory posts. To determine audience interest and start conversations about possible royal engagements in Australia, use surveys and quizzes.

### 2. TV Series and Australian Life:

- Seek for television programs that are set in Australia, such as reality shows or travel documentaries, and utilise them as springboards for discussions on Australian way of life and culture. To engage consumers and inspire interest in BRITstralian's content, create social media updates with behind-the-scenes footage, interesting details about filming locales, and parallels between British and Australian cultures.Explore television programs like "Bondi Rescue," a reality show that follows the daily lives of lifeguards

patrolling Bondi Beach in Sydney. This series offers an authentic portrayal of beach culture in Australia. Similarly, consider featuring "Outback Truckers," a documentary-style series that follows truck drivers navigating the vast and remote Australian outback.

### 3. Engaging UK Influencers Popular with Mums:

- Work together with well-known UK mom influencers to do live Q&A sessions or special guest appearances on BRITstralian's podcast, where you can talk about issues like parenting in Australia, expat living, and cultural differences. Give influencers exclusive knowledge and experiences to share with their followers to build brand awareness and trust in the eyes of the target market.

Some influencers to collaborate with:

- Tanya Burr (@tanyaburr) is a writer and beauty influencer whose writing appeals to mothers who are into skincare, makeup, and fashion.
- Blogger and Instagramer Katie Ellison (@mummydaddyme) shares her experiences as a parent, travel, and family life.
- Family and lifestyle YouTuber Emily Norris (@mrsemilynorris) provides advice and thoughts on routines at home, organisation, and parenting.

- Investigate possibilities for influencer collaborations, such as sponsored posts or product endorsements, and use the credibility and genuineness of influencers to market BRITstralian to their audience.

### 4. Content Ideas for Social Media Engagement:

- Series of "Brits Down Under" Posts: Tell tales of successful British expats living in Australia, emphasising their successes, struggles, and experiences. Invite foreign visitors to share their own narratives with the audience by assigning a specific hashtag.
- "Australia vs. UK" Comparisons: Make interesting comparisons between the weather, vacations, and cuisine of Australia and the UK, or create polls comparing these areas of life. Invite followers to contribute their experiences and preferences to start conversations and increase community involvement.
- "Ask Anna" Series: Start a weekly Q&A session with host Anna, where fans may ask her anything about Australian culture, travel advice, or expat living. Post Anna's answers on Instagram stories or in short videos to demonstrate her knowledge and establish a connection with the viewers.

## **Audience:**

The varied and active audience of BRITstralian is present on a number of channels, including as Facebook, Instagram, Spotify, YouTube, Google Podcasts, Apple Podcasts, and LinkedIn. With accomplishments like being the number one podcast for "Places and Travel" in Australia's Apple Podcast Charts, BRITstralian has amassed a sizeable fan base, with 131.6k fans reaching them naturally on Facebook. 75% of the audience is female, evenly divided between the UK and Australia, and a sizeable part of them are in the 35–44 age range. With a high degree of listener interaction, BRITstralian, hosted by seasoned journalist Anna, has been featured on prestigious platforms like THIS MORNING (UK) and AUSTRALIA TODAY WITH STEVE PRICE. BRITstralian has a remarkable record of over 1,000 downloads in its first week and continuous top 20

rankings on Apple Podcasts, demonstrating its ability to connect with listeners, inspire action and trust in podcast advertising.

### **Key Message:**

BRITstralian is a platform that celebrates the variety of experiences that British expatriates have in Australia and works to build a strong sense of belonging. The podcast provides human histories through genuine storytelling, giving listeners deep insights into the particular struggles and successes of living abroad. Come along on a fascinating voyage of cultural fusion as Australian and British identities converge to highlight the beauty of common experiences and viewpoints.

### **Evaluation:**

In keeping with the goals I had outlined, I wanted to get a younger audience interested in BRITstralian. This might be evaluated by looking into BRITstralian's Instagram data to see whether there have been any notable changes in the age ranges of followers, which would suggest that the account has been successful in drawing in younger listeners. Additionally, initiatives were taken to promote posting on social media sites like YouTube and Instagram more frequently. By analysing the regularity and consistency of postings, platform insights were used to determine the success of this goal.

## B] PORTFOLIO CONTENT 1

### **Press Release:**

### **A Press Release for the BRITstralian Podcast unveiling its new season celebrating British expat experiences in Australia**



**FOR RELEASE :** 10/07/2024

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BRITstralian Podcast, known for its candid conversations with British expats in Australia, is excited to announce the launch of its latest season. Set to premiere on 10th of July 2024, the new season offers a fresh perspective on the expat journey, featuring insightful stories and authentic experiences of life Down Under.

“Through BRITstralian Podcast, we aim to bridge the gap between cultures and create a community among the British expats in Australia,” says **Anna**, host of the podcast. “Each episode is a testament to the resilience and diversity of the expat experience, highlighting the challenges and triumphs of starting anew in a foreign land.”

Hosted by journalist **Anna**, BRITstralian Podcast provides a platform for expats to share their unique stories, navigate cultural differences, and celebrate the British-Australian connection. In this upcoming season, listeners can expect engaging conversations, practical tips, and heartfelt reflections on the expat experience in Australia.

Join BRITstralian Podcast on Apple Podcasts on 10th July 2024 to explore the diverse world of British expats in Australia. For more information visit , <https://www.britstralian.com>.

**-ENDS-**

**Press Contact:** 07905029393

**Editor's notes:** About BRITstralian Podcast

A podcast about BRITS in Australia by former UK radio newsreader turned podcaster, Anna Moran. Featured on GB News, This Morning, Capital FM, Australia Today with Steve Price, Podcast Radio and Podnews.

## PORTFOLIO CONTENT 2

### Email to a travelling and lifestyle influencer

**This email approaches a travelling and lifestyle influencer mainly based on YouTube and Instagram living in Australia, to collaborate and share her experiences as an expat in Australia on the BRITstralian podcast**

Hi Lauren,

My name is Anna from the BRITstralian podcast.

I am a big fan of your Youtube channel gypsea\_lust documenting your life as an expat in Australia.

I am reaching out on a behalf of BRITstralian Podcast, a platform where we share stories of British expats living Down Under. Your journey is incredibly inspiring, and we'd love to invite you to join us as a guest on an upcoming episode.

We believe your unique perspective would resonate with our audience, and we'd be thrilled to chat with you about your experiences and insights.

If you're interested, we'd love to discuss further details. Let me know if you're up for it!

Looking forward to hearing from you.

Regards,

Anna  
BRITstralian

## PORTFOLIO CONTENT 3

### X/Twitter posts

A series of Twitter posts to be posted within a 3 week period (along with other regular posts). These posts will be scheduled and posted every Sunday and Tuesday at 4pm.

Note - The posts are chronological (first post is at the beginning of the 3 week period)

#### Post 1





## Post 2



Post 3

