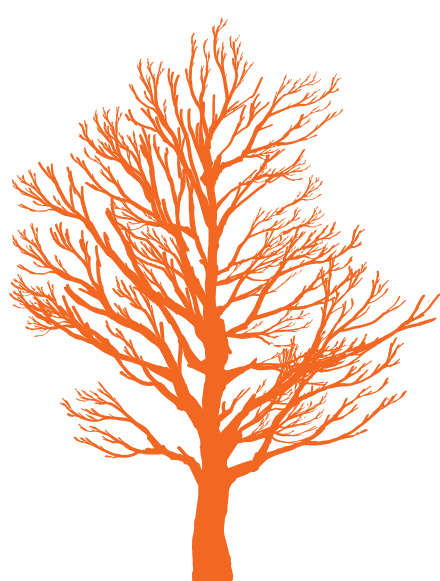


3 UNEXPECTED BENEFITS OF ASKING SMART QUESTIONS AND BEING CURIOUS FOR PR PROS

Credit for concepts to Michael Bourque



YOU DEEPEN NETWORK CONNECTIONS

One of the most important facets of the PR and marketing world is creating meaningful network connections, and a great way to do that is by asking questions. When you ask your connections questions, you not only pick up new information, but you also show a sense of respect

“You honor the other person by assuming they know something of value to you.”



YOU EXPLORE NEW, INNOVATIVE WAYS TO REACH YOUR AUDIENCE

When social media channels like Facebook, LinkedIn and Twitter emerged, Mike was MEMIC’s senior vice president of external affairs, which meant he led the company’s marketing efforts.

Rather than being afraid of these new channels, he was curious and started asking questions.

- What’s LinkedIn?
- How are companies using it?
- What’s a TweetDeck?
- How will it help me?



YOU FIND NEW WAYS TO GENERATE EXCITEMENT AROUND YOUR BRAND

Rather than strictly hiring insurance professionals, MEMIC employs dozens of safety professionals. Recognizing the untapped potential, MEMIC used The Marshall Plan® process to create and launch the MEMIC Safety Experts podcast.

“We have lots of content I don’t think people expect insurance companies to have. Nobody goes to an insurance company to feel like they’re going to learn something.”

**WANT TO LEARN MORE?
LISTEN TO EPISODE 78 OF THE PR MAVEN® PODCAST.**

