



BuzzFeed

Yitzi Weiner January 31, 2018

99 Publicists Share Their Top 3 Strategies To Help You Get Media Coverage

I turned to more than 99 prominent publicists and PR firms and asked them to share their top strategies to help get mentioned in the media. Here are the ideas that they were kind enough to share.

So you just started a business. Of course you want to get the good word out. Where do you start?

Well, to begin, there are two basic forms of publicity. Paid Media and Earned Media.

Paid Media refers to publicity that you can simply pay to achieve. This includes television ads, banner ads, or paid Facebook ads. The advantage of paid media is that it is relatively easy to access. If you can afford to pay for the publicity, you can achieve it. In the case of Facebook ads, you can very effectively target your desired audience. The drawback of paid media is that it is less credible. Everyone knows that any “yokel” can get a paid advertisement in the New York Times if they can afford to pay for it.

Then there is Earned Media. Earned media refers to publicity that one has to “earn by being noteworthy”. This refers to publicity that one can get by being mentioned in a journalistic piece such as a news story or editorial. The advantage of earned media is that it is more believable and more influential. The drawbacks include the fact that it is more difficult to achieve and it is more difficult to target.

So how can one achieve “Earned Media”?

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Candis Melamed, Founder, Spotlight Communications Group

About My PR Background:

Candis Melamed is the founder of Spotlight Communications Group – a full service PR, marketing and communications agency specializing in the health & beauty industries. Her work with some of the country’s foremost medical experts and international beauty brands has yielded top national and international media placements for her firm’s clients. Through her ability to create unique story opportunities and cultivate strong media relationships, she and her team position Spotlight clients as leaders in their industries – as well as measurably contribute to achieving client business objectives.

Here Are My Top 3 Tips to Get Good Media Coverage:



"I believe that getting "good" media coverage is all about: clearly understanding the clients objectives and brand, creating strategic and unique story ideas and being graciously persistent. The definition of "good media coverage" has drastically changed from what it was five years ago...even three years ago! With the growth of social media and the digital age, traditional print media isn't as sought after as it once was. Online media outlets turn around stories much faster and more often, with the advantage of hyperlinking to a client's brand or company's website. This not only connects readers directly to the client in one-step, it also helps build online search ranking for our clients.

In addition to online media, social media channels for notable media outlets have become another sought-after medium. Above all, strong media coverage is more likely to be achieved by communicating a brand, product or expert's unique story utilizing their authentic voice. This helps the media and thus their audience feel connected and results in engaging them on a more significant level. PR is not necessarily appropriate for everyone. The client must have or offer something that is unique and captivating – whether that be their training and background as an expert, or the innovative product or service they are selling as a company. Objectively, you must ask yourself: "Why should someone care?" If the answer is compelling then you know you are on to something that we likely garner media interest. The secret sauce in the recipe for success is creativity and persistence! Media editors, writers and even freelancers are bombarded with thousands of emails a day, so as you can imagine, it can be challenging to break through the chatter. So, once you have your authentic voice and unique product or service, you need to strategically and affably follow up to get noticed.



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