



MEDIA VISION

HOW TO MAKE YOUR BUSINESS NEWSWORTHY TO EDITORS

PR success isn't mysterious. It comes down to a mix of old-fashioned research, savvy trend-watching and good people skills. It is the age-old talent of telling a good story. That is really the essential difference between PR and advertising.

Advertising is about selling. PR is about storytelling. Advertising campaigns increase the brand recognition and PR campaign increase the brand credibility. Editorial coverage is an acknowledged by the industry as being three times more credible than advertising.

Here is the "secret recipe" for PR

Start with good research

Do your homework. Before you're ready to pitch, you need to know which media reaches your decision-makers and gatekeepers and whether they prefer online or traditional formats.

To find this out, think about your ultimate consumers' age, education, economic background, ethnicity, professional and social interests, self-image, and worldview. Then find the media outlets that match and deliver an audience similar to your ultimate consumer.

It's also important to know whether your target consumer gets information online or via TV, radio, or newspapers/magazines.

Tell a compelling story

Get to the heart and passion of why your company exists: Did the owner start the company because of a personal connection to the need that the product/service meets? Did the business overcome great adversity to get started or grow? Is there an interesting story about how the product came to be created? Does your company have a mission to change the world? Can you tell a memorable story about how you saved your clients?

Match the story to the reporter

Reporters cover certain subjects. They absolutely hate to be bombarded with pitches that have nothing to do with what they or their magazine/newspaper/show cover.

Follow up persistently

Reporters are busy. Silence is not the same as "no." Silence may mean that the pitch never reached them or that the first copy was a discarded. It may mean that they are too busy to get back to you even if they are interested. It may mean that they have been a reassigned and someone else is now covering that topic. Maybe the email address did not work.

Hosts and reporters have told me that it can take six follow-ups to get a story. Be polite but be persistent.



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Match your pitch to what is in the news

Has there been a flood? If you sell disaster recovery services for small businesses, pitch stories about clients who have bounced back—with your help—after a flood. Is it summer? Now is a good time to pitch a story about fashion designers or travel agencies to attract their target audience.

Answer, show up, and deliver

Woody Allen said, "Half of life is showing up." Showing up is 100% of dealing with the media. Never cancel an interview unless you're in the hospital.

If you're booked to be on radio or TV, get there early. Be ready to deliver a personal, entertaining, reader-valuable, and benefit-rich story. Remember that the media isn't there to give you free publicity. The media exists—and gets to remain in business—only when they entertain and inform their listeners.

If you don't present information that entertains or that can be used immediately by listeners to solve a problem that matters to them, readers or listeners will walk away—and might not come back. Entertain and inform, and you'll be asked to return.

Build relationships

It's not over when the interview ends. Reporters are always looking for good information and good sources. You can become a subject-matter expert by letting reporters know you are available any time they need an expert opinion on your area of specialty.

When you come upon a good story idea, an interesting fact or a connection you can make for the reporter with another person, offer to help. You'll become a reliable source, and see yourself quoted again and again.

And finally...

Any of these seven elements are going to help you win valuable press coverage for your brand. But the real trick is in combing two, three or more into the same story. Many of our clients turn to Media Vision PR because we combine aggressive PR strategies with creative branding techniques to build strong brand. If you would like to learn more about how we can help your brand prosper from PR, then contact us at our Riyadh offices.

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