

NEWSWIRE

HOW THE

Earned Media Advantage

IS TRANSFORMING BUSINESS



The Earned Media Advantage

With Best-in-Class Science, Process, and Technology, eliminate risk and deliver the **right message** to the **right audience** at the **right time** through the **right mediums**.

Developing and executing a thorough media communications strategy is a grand undertaking. The Earned Media Advantage Guided Tour takes into consideration the complications, costs, and challenges businesses face when pursuing a media outreach strategy. At Newswire, we've anticipated the changing PR landscape and are adapting with modern solutions to today's PR challenges.



Customers can now transform their owned media into the Earned Media Advantage: Achieve greater brand awareness, drive more traffic, and generate greater returns on your media communications spend.

Using proven strategies developed through over 30 years of collective media and marketing communications experience, customers can increase the value of each release while lowering their individual cost, and lower paid media costs while optimizing the journey to create more earned media opportunities.

Here are just a few of the challenges the Earned Media Advantage Guided Tour can help businesses to overcome:

Delivering The Right Message to The Right Audience at The Right Time through The Right Mediums

PR Starts With You

PR has evolved into something more modern and more personal. Gaining earned media is much different than it's been in the past.

The prospect of managing your own PR can be a daunting one. But not playing an active role in the process invites a number of problems.

With the rise of social media, journalists are more accessible than ever before. Not to mention the technology available to consumers is becoming so sophisticated that anyone with the desire to learn has the ability to conduct major ad campaigns or create stunning content without ever leaving home. This means a huge amount of content, both good and bad, is flooding the space. It's essential to be able to create exceptional content that stands out.



Creating Newsworthy Content

If you're looking to create a buzz, inspire, or entertain, you're not going to achieve that with average or mediocre content. Most working professionals don't have time to sit through and read a dull, lifeless corporate announcement that they've probably seen dozens of times over. And no one can blame them. The responsibility of providing an engaging story to readers lies on the writer of the release.

A quick test would be to read it to yourself and ask, "Would I be interested in this story?"

It also helps to ask yourself a few things when deciding on how you want to frame your story:

- **What about this announcement is newsworthy?**
- **Is my story relatable?**
- **Why should a journalist care about my announcement?**

Show everyone how your business is going to transform their world. People want to know how you and your business/product is going to make their lives better, happier and easier, so make it clear from the start. Remember, the best stories provide the 'why' to the audience. When asked about her favorite media pitches, Ellen Roseman, business columnist at the Toronto Star mentioned:

"What do I like? Real people. Real stories. That's what draws readers in."

If earned media is what you're after – don't focus on selling, focus on inspiring. Remember why you got into your business. Making real connections with real people is what inspires lasting loyalty in consumers. A passionate brand advocate is infinitely more valuable to you than a quick sale.

YOUR EARNED MEDIA ADVANTAGE: On the Earned Media Advantage Guided Tour, your Earned Media Advantage Strategist, backed by a team of industry veterans, will help you explore angles you may not have thought of before. Deliver the right message to the right audience with the Earned Media Advantage. **Talk to our team for 15-minutes to learn how EMA GT creates the perfect story.**

One Size Does NOT Fit All

Steve Ladurantaye, an acclaimed journalist with The Globe and Mail, receives over 500+ pitch emails a day. Wading through that many emails is a full-time job in itself. It's easy to see how important it is for your subject line to be unique and engaging.

Many mass mailer services provide email templates to help you get started, and a lot of them are great as a starting point. But you should definitely avoid blasting out identical pitch templates out to every single journalist in your media list.



It's a great way to get flagged as spam by your ISP, and even if your emails do manage to get delivered, it's most likely ending up in someone's spam folder.

According to Orbit Media, successful pitches typically share 3 things in common:

- **An attention-grabbing subject line.**
- **Brevity (Get straight to the point).**
- **An interesting story.**

Take some care and put effort into the pitches you send out. It's been proven that personalized emails are 26% more likely to be opened than generic subject lines. You will encounter some challenges but that is expected. Keep on pressing forward to build your messaging to the right audience.

Big Data is Taking Over: Analyze Everything

When it comes to employing a PR strategy, data and analytics are your new best friends. Money talks. Executives, investors and business people respond best to something that's backed by irrefutable data.

Pay attention to relevant metrics and KPIs to ensure your strategy is going according to plan. Thorough, consistent analysis will allow you to fine-tune your strategy for even better results to discover what messaging connects with your audience the best.

You'll discover that when it comes to making big business decisions, it's a safer bet to rely on cold hard facts. Justifying marketing/ad spend is easier to accomplish with figures and analytics rather than with a gut-feeling or instincts.

YOUR EARNED MEDIA ADVANTAGE: On the Earned Media Advantage Guided Tour, you'll discover key insights into your target media outlets as well as your audience DNA. Keeping a close eye on industry trends as well as your competitors means always making sure your messaging is targeted and optimized for success. Find the right audience with the Earned Media Advantage. **Talk to our team for 15-minutes to learn how the EMA GT can leverage your data into a meaningful story.**



Delivering The Right Message to The Right Audience at The Right Time through The Right Mediums

Pitch Perfect: Reaching the Right Media

Pitching your story is one of the most stressful parts of a PR strategy. Research and an introductory email will only get you so far. It also takes finesse and a light touch.

From proper phrasing to precise timing, it can be a lot to juggle. It's crucial that you make the most of every opportunity to pitch your story.

It's important to remember that these are real people you're pitching to. There can be consequences to your actions. Being over-aggressive, or pushing the same uninspired pitch templates can earn you a spot on a journalist's blacklist.

Or, maybe you don't know who to pitch or which media channels align best with your brand. This often leads to confusion and frustration from public relations professionals looking to build lasting connections with local, regional, and national media sources.

Reaching the right media is critical to your PR efforts. Otherwise, you'll find yourself screaming into the void, hoping someone will hear your news. To avoid this mistake, develop and consistently update your media list, understand how journalists like to be pitched, and develop relationships with prominent news outlets.



Creating a Media List

As all public relations professionals know, an up-to-date media list is key to creating, distributing, and generating publicity about your company or product. The success of a public relations campaign relies heavily on the quality of a media list, which includes everything from accurate contact information to topics frequently covered by the respective journalists.

Before you go about adding any and every journalist to your list, keep the following tips in mind:

- Ask yourself, “Does this individual report on topics similar to my content or industry?”
- Always research the individual and publication. While the reporter may write about topics close to your industry, is the publication one you’d want to be aligned with your brand?
- Has the publication or news outlet reported on your industry, business, or topic previously? If not, what about the story would entice them to change their mind?
- Networking is key. While compiling a list of journalists and sources is imperative, your network is also a major asset. Use networking opportunities to continue building your list of strong relationships with journalists and news sources.

According to an Adweek survey, 17.8% of journalist complaints stemmed from pitches which were “way outside their area of expertise or only tenuously connected to it.”

As you develop your media list, take time every so often to review and update the list with new information, journalists, and opportunities for your brand.

YOUR EARNED MEDIA ADVANTAGE: The Earned Media Advantage Guided Tour will help get your message out when you need it, by expediting the process of having to scour potentially thousands of industry contacts. We've focused on simplifying the process, giving you access to custom lists of journalists and media movers in your industry.

Talk to our team for 15-minutes to learn how the EMA GT targets key media contacts. Reach the right audience with the Earned Media Advantage.



Delivering The Right Message to The Right Audience at The Right Time through The Right Mediums

Let's Not Rush This: The Perfect Pitch Takes Time

Crafting the perfect pitch is both a science and an art form. Those who are new to the PR industry may also find asking journalists for pitching advice to be an advantageous opportunity. As you develop a strong relationship with these outlets, ask reporters for tips on creating an ideal story pitch.

As you execute your PR strategy, you'll write hundreds — if not thousands — of pitches throughout your tenure. The more you practice pitching, the better you'll get. And, the better coverage your brand will receive as a result.

Keep in mind what we mentioned before: 100 and 200 words is the sweet spot. It's going to take some practice to say everything you need to in a way that's direct and to the point, but still engaging.



YOUR EARNED MEDIA ADVANTAGE: The Earned Media Advantage Strategist will work with you to provide expert recommendations on when to properly pitch your story and maximize your reach. We've worked tirelessly to simplify the process so you have the best opportunities to make a meaningful impact to key media and prospective customers.

Talk to our team for 15-minutes to learn how the EMA GT optimized your content and editorial schedule. Get it done at the right time with the Earned Media Advantage.

Media Communications Challenge: What is This Going to Cost Me?

"We have some clients that pay us \$100,000 or so per year, some clients that pay us more than \$100,000 per week and many clients that pay us \$100,000 or so per month."

-Mark Hass, President & CEO, Edelman United States

While outsourcing may seem convenient, you're giving away the power to tell your story exactly the way you want to tell it. The source material that inspires others to promote your brand should come from the source, ideally. While you may save time, the upfront cost can be staggering, and the truth is, nobody really knows what's right or wrong.

An informal survey conducted by Todd Brabender from spread the news PR found that amongst business owners and entrepreneurs he queried:





- 11% Thought a professional PR campaign would cost \$10,000+ per month
- 32% Thought a professional PR campaign would cost \$5,000-\$10,000 per month
- 39% Thought a professional PR campaign would cost \$3,000-\$5,000 per month
- 12% Thought a professional PR campaign would cost \$1,000-\$3,000 per month
- 6% Thought a professional PR campaign would cost less than \$1,000 per month

Interestingly enough, none of them are wrong! PR campaigns can be acquired at all of these price points, but this can leave business owners with anxiety wondering if they overpaid, or if in fact you get what you pay for.

Building Your Own Marketing Team

“According to the U.S. Bureau of Labor Statistics, the median annual wage of public relations managers is \$91,810. The median salary of PR specialists is \$57,550.”

-via AxiaPR

“Nationwide salary averages for public relations positions in 2011 were: \$169,000 for a senior vice president, \$150,000 for a vice president, \$135,000 for a director, \$103,000 for a manager, and \$79,000 for a communications specialist.”

-via Chron.com



While building out a strong marketing or PR division may be fruitful decision in the long run, it's a monumental task that's going to demand some **serious** upfront costs.

So big, in fact, that many startups and small to medium sized businesses forgo idea altogether. It's an enormous commitment to build out your own marketing division, define your own process, build a plan and develop your own system for media communications. It's important to also consider the trial and error, evaluation and training involved with such an undertaking.

Do-It-Yourself (SaaS)

"Databases with contact information for influential reporters, editors, producers and bloggers are essential for a PR campaign. The best databases available can cost in excess of \$50,000, and all databases must be updated regularly."

-via AxiaPR

"Expect to invest \$4,000 per year for a minimal database. Plus you'll need to hire one employee to manage the database, pull media lists and reports and/or develop your media database."

-via AxiaPR



There are a slew of companies out there offering their own software to help streamline media communications. Even these solutions involve a lengthy, complicated onboarding process, or even worse, no support at all!

Having the right tools is an important part of the process, but again, investing time into trial and error along with taking the time to learn how to use the software is a cost that many companies can't afford to bear.

Delivering The Right Message to The Right Audience at The Right Time through The Right Mediums

Sum It All Up: How the Earned Media Advantage Can Help

The most successful PR strategies are agile and versatile, incorporating a balance of people, process, and technology. In the modern era of PR, it takes a comprehensive approach to stay competitive.

Developing and operating a public relations strategy isn't an easy feat. It requires extensive planning, effort, and constant monitoring for the best results. In fact, it's all too easy to become overwhelmed by everything necessary to generate positive media coverage on a limited budget.

With the Earned Media Advantage Guided Tour, you'll gain a comprehensive media and marketing strategy along with an extension of your team — a media communications utility empowering the Earned Media Advantage, where customers can gain the ability to deliver the right message to the right audience at the right time through the right medium.



- Greater brand awareness
- Drive more traffic
- Generate greater returns on media communications spend

YOUR EARNED MEDIA ADVANTAGE: Find out today how a journey on the Earned Media Advantage Guided Tour can transform your business media and marketing communications.

Let's start the conversation...

We listen carefully to our customers, and it's no coincidence we're rated #1 in customer satisfaction by G2 Crowd.

We developed the Earned Media Advantage with our customers' concerns in mind: an agile, high-touch solution that addresses the needs of small to midsize business owners.

Discover why the Earned Media Advantage is gaining media attention, and find out today the right strategy for you!

[Let's Get Started - Earned Media Advantage](#)

