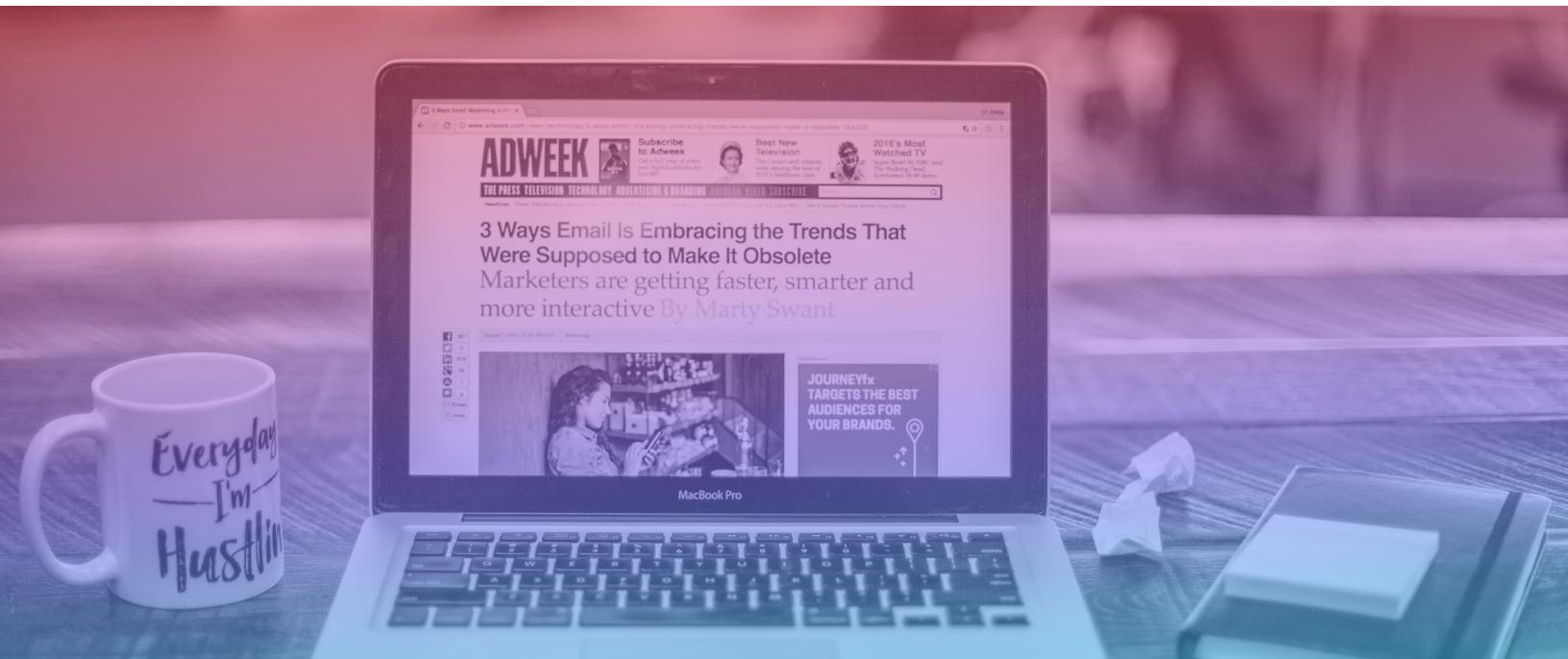


BLASTmedia

A short guide to

MAXIMIZING YOUR MEDIA COVERAGE



Introduction

Far too often, SaaS marketers view PR as a standalone, news-driven tactic — missing out on opportunities to leverage PR coverage as a content asset to support departmental and overarching business objectives.

Media coverage has the power to impact the entire SaaS business — from recruiting to fundraising to social proof — but you have to understand how to leverage an article to unlock its true value. To do so, marketers and other internal stakeholders need to repurpose and promote coverage, adding value to business initiatives across marketing, sales, HR and fundraising.

Media coverage can be used as an asset by many departments outside of marketing who are looking to reach different stakeholders like investors, employees, partners and customers. For example, sales development representatives (SDRs) can use media coverage as a touchpoint with prospects to keep them moving through the sales funnel. Recruiting teams can use a piece about company culture or employee perks and benefits to reinforce conversations with potential employees. And, business development leaders can harness the power of PR for supporting current partnerships, as well as forging new ones.

Extending the life of coverage by helping it reach the ideal audience at the right time will transform media coverage from a passive, one-time activity to a growing and evolving asset. Here, we offer tips to maximize media coverage, extending its impact long after it runs.

Owned Channel Promotion

Owned media is any unique digital property your business controls. These channels are optimal places to promote media coverage by sharing it both internally and with your brand's followers.

Corporate Social Media Channels

All impactful media coverage should be appropriately shared through company social media channels. Be sure to keep the platform in mind, as each has its own strengths and audiences. For example:

Chorus.ai @chorus_ai
Three Key Coaching Benchmarks for Sales Leaders
bit.ly/32Xpt2d by @JoeCapSoftware via
@MarTechAdvisor #salescoaching #salesleadership

12:34 PM · Feb 26, 2020 · Sprout Social

EZ Texting @EZTexting
Could #SMS be the answer to communication problems with Institutions and their students and stakeholders? Matt Reid shares his thoughts: [#textmarketing #universities #education](http://hubs.ly/H0n41yLO)

3 ways colleges can use SMS text marketing - eCampus Ne... Institutions need new ways to reach students and stakeholders—and SMS text marketing might be the answer... ecampusnews.com

12:21 PM · Feb 19, 2020 · HubSpot

- Issue unique tweets from the corporate Twitter handle including a trackable link to the coverage and include a mention using the author and/or outlet's Twitter handles. You can also use the corporate Twitter handle to retweet (RT) coverage shared by the publication or coverage author.
- Create Facebook posts including a photo or video from the coverage and a link to the story. Facebook posts should include a short description and a pre-populated, linked description using the article's existing metadata or an edited version of that copy.
- Share the news through the company's LinkedIn page. Include a focused summary that will appeal to LinkedIn's business-focused audience and popular hashtags recommended by LinkedIn.

News/Press Page on Company Website

One of the best places to keep a list of press coverage is the “News” or “Press” page on your company website. Frequently update it to show site visitors your brand’s credibility and that executives are featured regularly in the media.

Coverage-Roundup Blogs

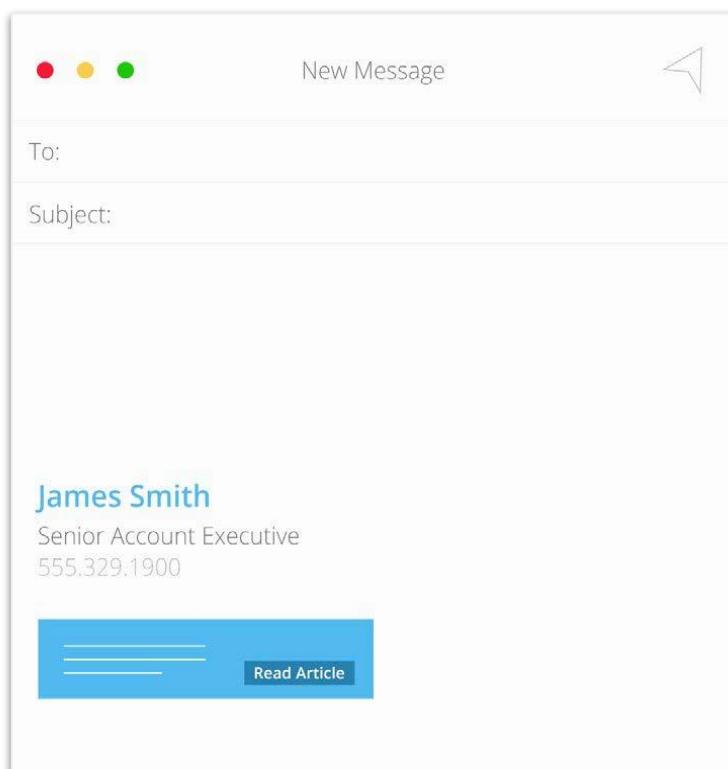
One area companies often forget is the value of repurposing media coverage through their corporate blogs. Creating and promoting coverage-roundup blogs provide another avenue to get positive press in front of readers who may have missed the news piece the first time around. These blog posts should outline between one and three pieces of recent coverage — aim to do this type of post once per month.

Newsletter Promotion

If you send a regular email newsletter, dedicating a section of the newsletter to highlight media coverage is another way to promote and extend the impact of stories.

Employee Email Signatures

Surprisingly, one of the most-viewed — yet underutilized — marketing content pieces is the email you and your employees send. From internal emails to correspondence with clients, investors, partners and prospects, why not use this real estate to promote positive press coverage? Adding graphics linking to media coverage in your signature field is a simple way to share coverage.





Paid Social Promotion

Using paid promotion to maximize media coverage isn't something many companies consider. If you secure a feature article in Inc. about company culture, what are the chances a potential employee unfamiliar with your brand stumbles across it? Very small. Paying to promote content and targeting with specific keywords allow coverage to reach the ideal audience and generate more focused exposure.

Most social media platforms have a paid offering where marketers direct ad dollars toward individual posts. LinkedIn, Twitter and Facebook all let you target promoted content beyond your existing audience; however, targeting options differ depending on platform. For example, marketers can:

- Use Facebook to boost posts about coverage to custom audiences. You can create custom audiences from your customer contacts, website traffic, or mobile app.
- Use Twitter to sponsor tweets about coverage so they're seen by accounts with specific demographics, such as occupation.
- Use LinkedIn to sponsor a post about coverage to people with specific job experience, skills or job titles.

Employee Networks

Today, social media is word-of-mouth marketing, and your employees have the potential to be some of your company's biggest advocates. By tapping into those employee networks, you're able to reach prospects and other potential stakeholders you may be unable to connect with using corporate social media platforms.

There are benefits for your employees, too. For spokespeople, sales professionals and others looking to build industry credibility, sharing education-based media coverage like thought leadership can define someone as a category expert.

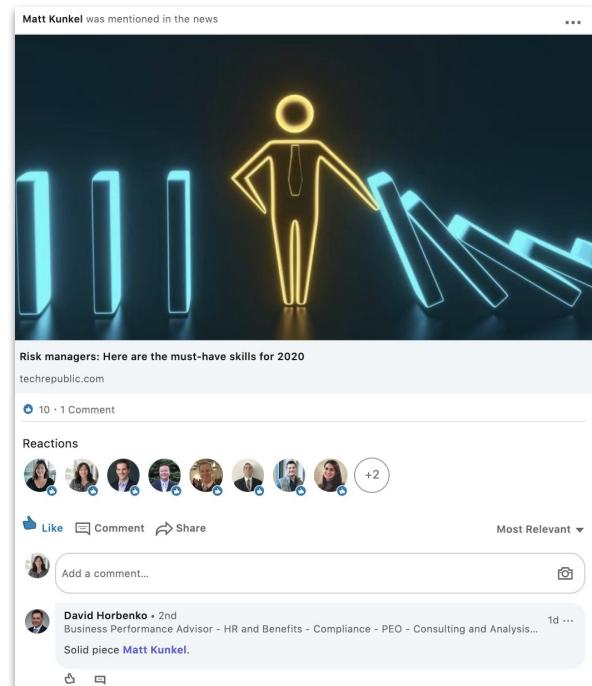
Sharing Coverage

You might already have a team of employees ready (even excited) to share media coverage about your company. But they might not know it's even been published. Consider developing an internal newsletter — or using an existing communications channel like Slack — to share top coverage hits companywide. You may want to include suggested social copy for sharing or encourage employees to send unique tweets or posts from their personal Twitter or LinkedIn profiles with a coverage link.

Engaging with Coverage

Encouraging employees to engage with coverage shared by the company, the editor or the outlet where the coverage ran is also a powerful way to tap into their networks and increase the potential reach of media coverage. Consider asking employees to:

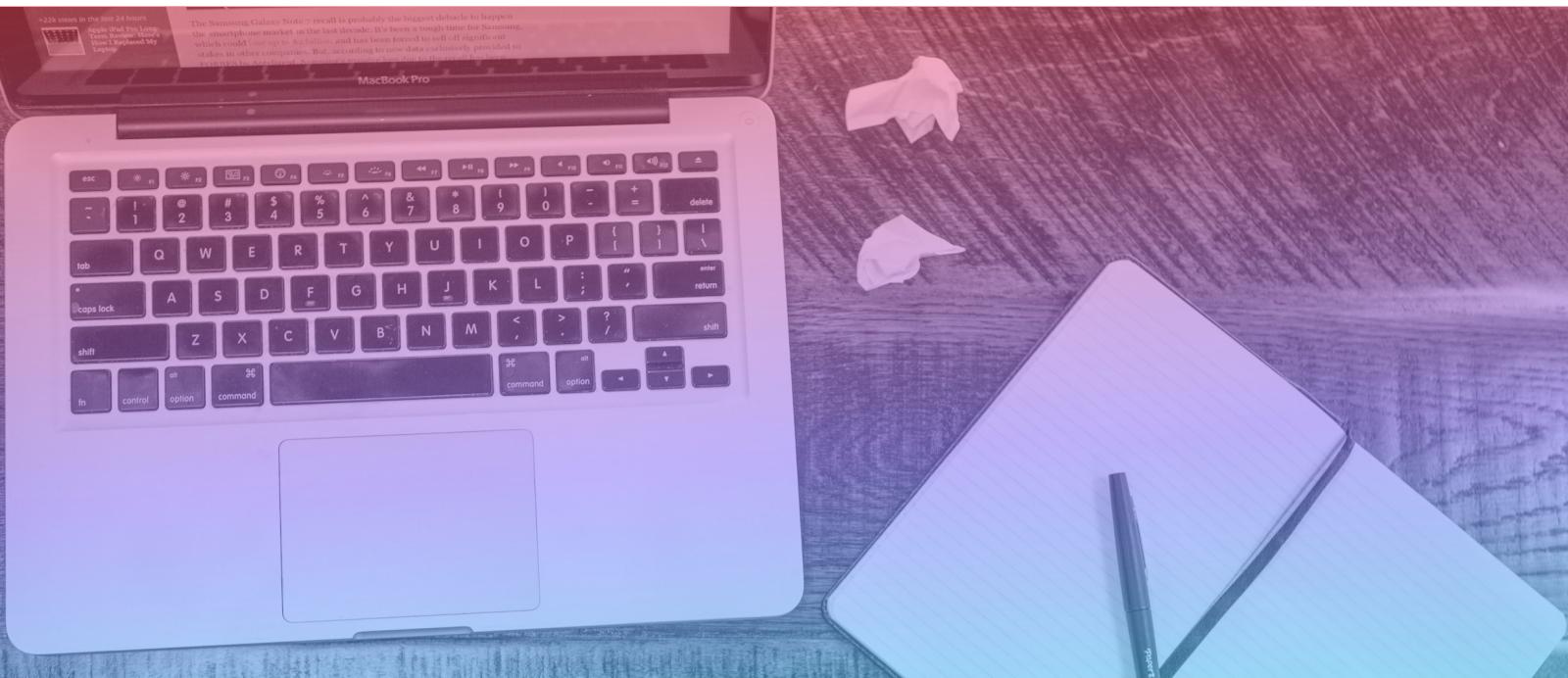
- Retweet or share the coverage as shared by the publication and/or coverage author.
- Like, comment and share posts on the corporate social media channels, if they feel compelled to do so.
- Like or comment on LinkedIn "Mentioned in the News" posts that include fellow employees (see example at right). [LinkedIn's "Mentioned in the News"](#) is an automated feature that reviews online news articles and matches the names included in those articles to LinkedIn members.



Publishing Articles on LinkedIn

[LinkedIn's publishing platform](#) allows members to publish articles about their expertise and interests.

Encourage thought leaders, those who author bylined articles that run as coverage, to use that content to create LinkedIn articles. Make sure to credit and link to the outlet where the article first ran at either the top or end of the article.



Customer Networks

Similar to employees, customers have the potential to be brand advocates — after all, advocacy is the final stage of the customer journey. Unlike employee networks, engaging customer networks to maximize media coverage starts even before coverage is secured. The best way to encourage customers to share coverage with their networks is to include the customer in media efforts:

- Include comments from happy customers as quotes in press releases or other collateral shared with the media.
- Work with customers to develop case studies about how they've found success as a result of your solution. Use the case study in media outreach.
- Seek out customers who are willing to act as thought leaders on a particular topic. Rather than asking them to be a spokesperson for your brand, pitch them as authors for contributed content to authentically work your brand into the piece.

Including customers in media outreach efforts doesn't only allow you to tap into customer networks, it also helps in securing coverage and in customer retention efforts.

Other Possibilities to Research

Social media offers a wealth of opportunities for maximizing coverage. However, traditional social platforms aren't the only way. Other opportunities that may be right for your company include:

Forums

Online forums offer a destination to share ideas and ask questions within a shared interest group. However, in this case you need to carefully research and find the right communities for sharing your news. If not, you run the risk of creating a negative impact on your brand by trying to push your message to the wrong audience or appearing too self-serving within the forum.

LinkedIn Groups

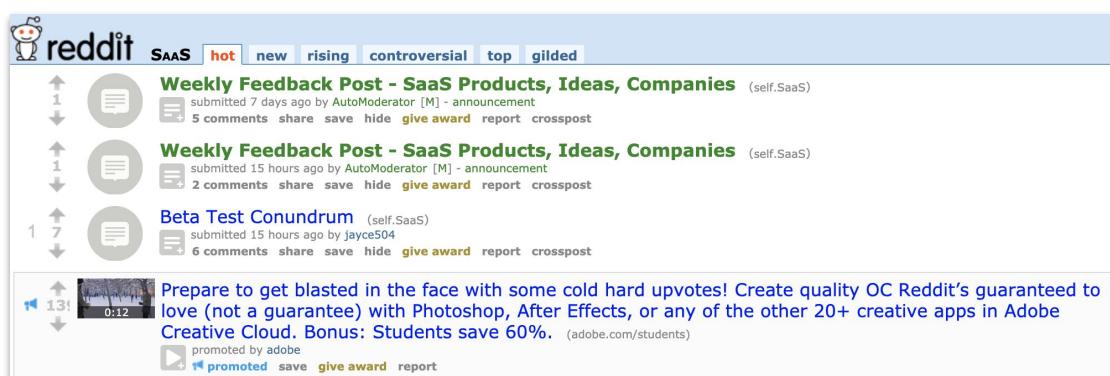
LinkedIn groups are primarily a place for discussions and feedback. Because LinkedIn is a professional network, those using LinkedIn groups are likely quality, business-focused contacts. As with any online forum, marketers and public relations professionals must be careful to not seem "spammy" or too self-promotional. Avoid sharing coverage that promotes products and services, in favor of educational pieces. By doing research on the conversation, companies can ensure their news coverage will only add or educate the network. Despite not being known as a "professional network" you might find similar industry groups on Facebook as well.

Slack Workspaces

Many companies, associations and even media outlets use Slack to communicate with employees, members and other groups involved with the organization. The instant messaging platform can provide workspaces to share media coverage with your target audience. Like with forums and LinkedIn groups, it's important to consider the audience when sharing and to structure your post to be informative as opposed to promotional.

Reddit

Reddit, a social news and aggregation site, can be a great source for maximizing promotion. With 187 million monthly visitors in 2019, Reddit ranks as the seventh most visited website in the United States. Reddit communities, also known as Subreddits, are dedicated to a particular topic and can be very niche. As with other online forums, breaking into Reddit threads can be extremely beneficial but only if the content is helpful or relevant to the thread. Users are quick to downvote promotional content, which not only hurts visibility, but also affects your Reddit Karma and ability to create more posts.



Sales Content

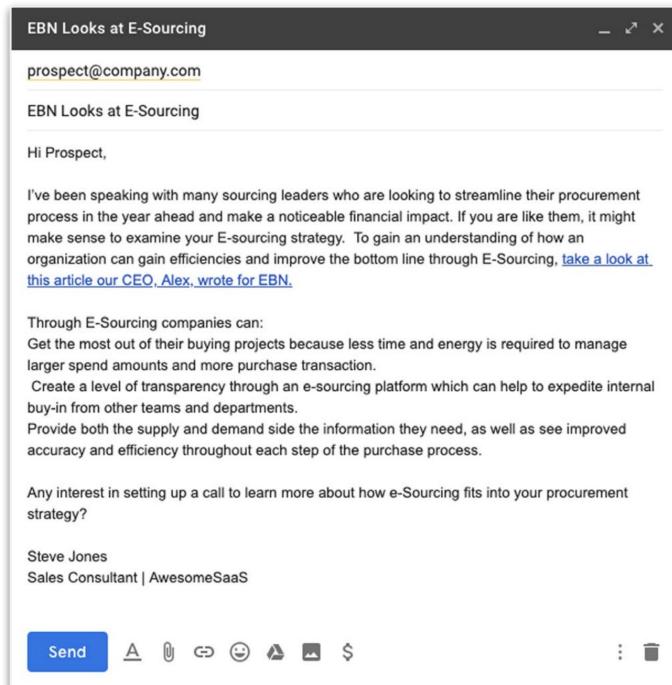
Earned media coverage is a strong follow-up touchpoint for your sales team. Articles by third-party sources show your brand's credibility, validate products and build trust in the executive team. It's your marketing team's job to get the media coverage into the hands of the sales team, where they're encouraged to do the following:

Leverage for Prospect Follow-Up

If there is a target your sales team hasn't touched in a while, press coverage may give them the leverage to do so along with providing valuable company news and information.

Sales Presentations

To validate your brand's strength and show traction in the market, consider including top press coverage in sales presentations. While you may not be able to stack up against the size of your goliath competitor, showing prospects press coverage can be an equalizer in demonstrating industry leadership and brand legitimacy.



For more examples of how to use media coverage in email touchpoints with prospects, check out our downloadable workbook, "[Sales and Marketing: Better Together](#)"

Leverage Earned Articles with Other Media

While this tactic may seem counterintuitive, there are ways to share media hits with another outlet to provide legitimacy to the topic or spokesperson.

- Include online hits from recognizable outlets in TV pitching efforts. If your business has had online or print success, but has not yet been featured in broadcast, use it to pitch TV to demonstrate the topic's newsworthiness.
- Use spokespeople quotes in other media outreach to show expertise. One of the best ways to show expertise in a field is to share quotes from other stories published in high-level, top-tier media. Once outlets know your company spokesperson is a qualified source, you may see them coming back to you for opinions on new trends or industry developments.



Summary

Earning meaningful media coverage and thought leadership articles takes time and an intentional plan, resulting in coverage that's worth a touchpoint both internally and with key stakeholders. Once you've achieved a result, don't hide it — make it count by maximizing its full potential.

Wrap Up

- Media coverage doesn't stop the day it runs online, in print or on the air — use owned channels, paid promotion, employee networks, sales teams and other channels to help extend the life of this asset.
- Paid online promotion, owned channel promotion and sharing via employee networks give coverage a larger audience.
- Sales teams should use media coverage in presentations, collateral and prospect follow up.

BLASTmedia

Established in 2005, BLASTmedia is the only PR agency in the US dedicated to B2B SaaS, representing companies in all growth stages — from startup to publicly traded. BLASTmedia understands the unique challenges associated with scaling a SaaS business and uses media coverage and thought leadership campaigns to impact four primary pillars: investors, employees, partners, and customers.