

# 8 WAYS TO GET the Most Out of Your PRESS COVERAGE



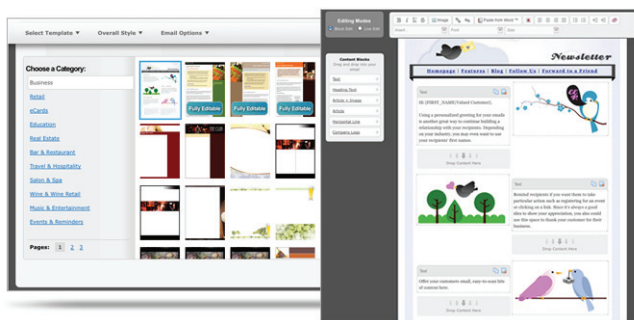
# 8 WAYS TO GET the Most Out of Your PRESS COVERAGE

If you just landed an awesome media placement and you're floating on cloud nine, congratulations! Great PR can help spread the word about your company, boost credibility and ultimately bring more business through your doors. Who wouldn't want that?

But, this is not the time to rest. There are several ways to extend the life of your PR placement and get long-term value out of it, both online and offline. However, you need to act quickly before it becomes old news. Here are eight ways to get the most out of your press coverage:

## 1 Share your placement with your social media networks ASAP.

When it comes to social media, timeliness is key. Post a link to the story on all your networks, including Facebook, Twitter and LinkedIn. Remember to use a shortened URL service such as [bitly](#) so you can track how many people clicked through!



## 2 Launch an email marketing campaign.

Send a special email with a link to your story to customers, vendors and any other groups you think might be interested in the good news. Use this as an opportunity to thank them for their support, too. If the story has [social media sharing tools](#) and/or comments enabled, encourage them to share with their social networks and chime in on the conversation.

## 3 Update your website.

Highlight your proudest PR hits on your website home page. It can be something as simple as just the media outlet's logo linked to the story (for example, "As Featured In [XYZ Magazine](#)"). Even if you already have a separate press section on your site, not everyone will necessarily read it. You want your latest achievement to be front and center!



## 4 Add a link to your email signature.

A simple line at the bottom of your signature could be, "Learn more about ABC Company, as featured in XYZ Magazine." Then link the name of the outlet to either the placement that you've posted on your website, or to the story directly.



## 5 Write a blog post.

If you have a [blog](#) write about the interview experience, especially if there were things you said or questions that didn't end up in the final article or segment. If there was a photo or video shoot involved, share any behind-the-scenes tidbits or outtakes.

## 6 Promote it on the floor.

If your PR placement is an article or blog post, get a picture frame for it and show it off on the wall of your store or lobby. Or, if you've got several clips under your belt, consider putting them all into a nice portfolio book and leave it out in your waiting or reception room table. Wouldn't you rather customers peruse that versus a six-month old copy of *US Weekly*?



## 7 Arm your sales staff.

If you have a sales team, make sure they bring color copies of the placement as part of their leave-behind packets in meetings with prospects, at trade shows, etc. (make sure you have reprint permission first). There's nothing better than having their sales pitch endorsed and validated by a credible media source.

## 8 Quote it.

Include a short quote from the article in your printed marketing materials, such as brochures, postcards and tearsheets. Don't forget to credit the quote to the media outlet, so that people are clear that a trustworthy media source said that about you and your company. After all, that's why a PR placement is so powerful and convincing!

“quote it”

**Give your PR placements extra attention and they will help strengthen your brand and credibility. Start now with these easy, inexpensive ideas and tips!**

