

Driver that all your communication latts a story a more than enorable strongly with news putiets and blog sudvenow. This gives you a frigher chance of gotting published and covered in the media. The arm is to share about Prentage in art Immenting and angaging married

Consider the following points as you tell your story:

- Who is this story about Who are you?
- Who is your target audience?
- What has your journey been till now?
- Are you adding value to your customers?



Once your story is ready, you are set to remake your sunction fellow that you next to spend time. countrying who is your target audience and how to you

- Look for cost-effective or budget-friendly strategies to release your communication by Guest Blogging on websites, using social mediaforums such as Quora, Facebook Groups, and Linkedin groups.
- Research successful strategies of your competitors and look to recreate the process they followed:



RELATIONSHIPS



ELEMENTS OF AN EFFECTIVE

MEDIA RELATIONS STRATEGY

For a media relations strategy to be successful, the following four elements must be of the highest priority. The elements ensure that you or your client is constantly visible across all platforms

M. H. HELBERTEN TO INVITABLE AND INTERPOLITIVE VALABILITY AND WITH prumatists from your industry.

Engage with trade professional on Social Media and interact with them through email communications. Use a trusted News and Press Release distribution partner to maximize the number of journalists who see your story. Cultivate the relationship with trade journalists and help them add value to their content.

> the interaction with the mintie. Keep an covin manned communication by being projective in

- Take time to understand industry trends and forecasts and provide your point of view on them.
- Encourage others from your organization or your clients, to give a point of view or a commentary on the outlook for the industry and use that information to interact with the media

RESPONSIVE

WHEN DESIGNATION DOOR



Successful Media Relations A Practioners Guide

Stephanie M. Hadaway, Alan W. Brue

Successful Media Relations A Practioners Guide:

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