

Feature Article: Up your media relations game: three tips

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By *Cyrus Mavalwala, ABC*

Whether we're pitching a byline for a key trade publication or securing a broadcast business interview, the *Advantis* team doesn't just think about the target audience, but also the unique needs of journalists and the media outlets for whom they work. The strategy behind this approach is that everyone has a mission to accomplish and if we can satisfy everyone's needs, we'll succeed faster. Integrating the following tips into your media relations strategy will give journalists and publishers what they crave while meeting your clients' expectations.

1) Social Media

You're probably already leveraging social media to promote your placements, but that's just half the battle. Book-end your media relations efforts with social media tactics to maximize your pitching success and exposure. Using social media to research both the journalist and the publisher provides timely insights as to what's on their minds as well as their position on certain subjects. This may help you fine-tune your approach. Real-time social research may also bring to light breaking industry news before it hits mainstream outlets.

And remember that once the coverage appears, you still have work to do. It takes effort to secure editorial content, so invest the time to engage both external channels and employees to help promote the coverage. Use sales and marketing teams and their social media accounts such as LinkedIn Company Pages, Showcase Pages, Career Pages and other appropriate social accounts. To further boost views, always include visuals.

2) Video

Video's ability to engage website visitors makes publishers crave this medium. But it's shocking that this multimedia asset is still absent from so many campaigns. It could be as simple as producing a short business primer from the CEO to add depth to a news release. *Advantis* just earned an OVATION Award of Excellence for a media relations campaign that included creating custom video content for key media outlets that couldn't attend a tradeshow. We shot and produced custom videos with our client's experts from the tradeshow floor. The media outlets hosted and promoted the videos that same day, providing our client with exclusive, on-message coverage across North America, in turn benefiting from securing timely coverage from an event they couldn't attend.

3) Marketing Technology

We talk about the collision of communication and marketing and the integration of traditional and digital strategies, but how does this impact the media relations landscape? Every communication professional should be testing out ideas that our marketing cousins are already using to deliver tangible business value. For example, [Google Trends](#) and [CoSchedule's headline-analyzer](#) are two free tools that put the power of big data to work by helping you craft effective headlines that resonate with your target audience. And using trending words in a title will also increase your visibility among journalists with beats related to the topic of discussion. There's also multi-purpose paid platforms such as [ScribbleLive](#) and [Curata](#) that can help create and distribute content.

Yes, the pillars of successful media relations such as building trusted relationships still apply, but playing in the sweet spot of giving your client, the journalist and the publisher what they want means everyone wins every time.



Cyrus Mavalwala, ABC is an award-winning digital communication strategist, trainer and speaker. For the past 20 years, he's been helping organizations across North America achieve their business objectives. Cyrus founded Advantis Communications, a B2B PR & content agency that delivers measurable value by integrating digital, video & social strategies.

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