



Get More Media Exposure

You can increase your chances of receiving desirable media exposure when you back up your written pitch with a personal follow up and a regular schedule of routine announcements. Combine these methods for the most impact:

- High tech – this includes electronic press releases and email blasts. These methods give the media outlet the details and the pitch in a user friendly format. Use the PR Web format to ensure your story is presented properly. Unless you've got the story of the year, you can't rely solely on this approach to gain media attention.
- High touch – Follow up by phone to make a personal pitch. Create a relationship and sell the story using your best social skills. The more passionate you are about your subject matter, the more likely you'll get a bite.
- Announcements – make a brief announcement about something every couple of months in order to keep awareness up and to remind editors about you.

Archive your press releases on your website to give reporters and the general public easy access to your company history. Create a special section for actual media coverage that you can link to or archive on your site.

If your company typically receives attention from the media, consider developing a web page solely for press contacts and a downloadable media kit. If your company needs an updated electronic media kit, contact us.

Onward & upward

Leigh Kramer

Pilot

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"Leigh Kramer has provided me with a wonderful media kit at a reasonable price. I would highly recommend her services. Leigh goes the extra mile and genuinely cares about her clients. It has been a pleasure working with her."

Christina Rowe

author of Seven Secrets to a Successful Divorce

www.secretsofdivorce.com