

A Guide to Earned Media

Many companies struggle to generate top-tier media coverage. But why?

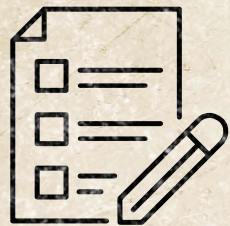
We put together a guide that dissects some common problems communicators face when trying to secure earned media and how to improve results over time.

FIND THE FRICTION

Are you solving a problem, zigging while everyone else is zagging, overcoming a stubborn obstacle?

Media-worthy stories lead with friction, challenges, or surprises.

Stories lacking these qualities tend to be dull and ordinary and will struggle to pique reporters' interest.



DOES IT PASS THE SNIFF TEST?

Write your desired headline and lead, and ask a trusted source if they'd click on it and read the rest of the story. If not, it strongly indicates that the "pitch" will fail to garner media interest.

BEING COMFORTABLE WITH THE UNCOMFORTABLE

Earned media = less control; leadership must embrace the inherent loss of control that comes with speaking with reporters.

Being prepared is critical, but micromanaging reporters will kill a story.



EARLY BIRD GETS THE WORM

Meeting a reporter's deadline is half the battle – companies often struggle to gain necessary approvals and provide timely access to content and spokespeople.

Closing the approval gaps and facilitating timely access will significantly improve your chances of generating media coverage.

EMBRACE THE NEWS CYCLE

In the absence of hard company news, brands need to find ways to insert themselves in the news cycle.

Think about how your data, expertise, products, and case studies shed new light and perspective on current trends and events dominating the headlines.



A media relations program is as strong as its weakest link. These distinct but interconnected pieces must deliver for companies to earn top-tier media coverage consistently.

EARNED MEDIA BY THE NUMBERS

78%

of journalists consider press releases, news announcements, & newsworthy stories the kind of content they want to receive from PR professionals. ¹

77%

of PR pros ranked relevance & personalization of a pitch as the most important factors for success. ²

MORE THAN 1 IN 5

journalists receive over 100 pitches per week. ³

200

words or less is the optimal length for a PR email pitch. ⁴

52%

of public relations professionals say that receiving responses from journalists is the biggest challenge in their line of work. ⁵

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