

Grow Your Business With Free Media Coverage



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Associates is the only New Mexico member of Pinnacle Worldwide, an international consortium of public relations firms.

The media is a tremendously powerful tool for growing your business. While people say they don't believe what they hear in the media, they do. Just look at your opinion on whether or not OJ murdered Nicole Brown Simpson. If you think he did, where did you get your opinion from?

While OJ's media publicity was negative, for savvy business owners, garnering positive press translates to credibility and will work in your favor as you are marketing and growing your company. Additionally, positive media can be placed on your website, making it easier for search engines to find your company and the positive articles will usually appear at the top of Google searches.

It's simple, when a prospect is looking at your company and they see an outside positive perspective it makes it that much easier for them to do business with you. We all want to do business with people we know, or at least feel comfortable with.

A public relations plan should be part of your overall marketing plan. There are four pieces to consider for your plan:

1. Sending regular business briefs
2. Being an expert or a source for the media
3. Writing guest editorials
4. Feature articles on your company

Every company should be sending business briefs to the business editors on new hires, promotions, and awards. There is no cost for these. Always include a photo of the person the brief is about.

If you are an expert in your field, let the media know. Send them a media kit about you and your company so that when they are working on a story regarding something you have

an expertise in, they will use you as a source. Also consider writing guest editorials on topics that would be of interest to the publication's readers.

Depending on your business, you may have other opportunities to send news releases to the media or have news conferences. Possible topics of interest would be grand openings of new locations, new product rollouts, major industry recognition, major charitable gifts, or new partnerships to name a few. However if you don't tell the media, odds are they'll never find out. The onus is on you to be in touch with them not the other way around.

Some basics to remember when you are going after positive media coverage for your company:

- Send only newsworthy items (something that is unique and impacts the media's viewers, listeners or readers).
- Keep it simple—give the media just the facts: (who, what, where, when, why and how). Try to keep the news release to one page and include additional fact sheets if it is a complicated subject.
- Think from the media's perspective and write in English. Keep out all jargon.
- Include 24-hour contact information so they can reach you: (work number, email and a cell phone). The media doesn't work 8 – 5.
- For broadcast, think visually (the media won't use "talking head" footage). If it's not visual, don't pitch TV stations. They won't cover it.
- Unless it's really newsworthy, e-mail or fax a release rather than holding news conferences.
- Don't forget to include trade and specialty publications in your plan.

