



Simple PR Tips



For Any Small Business,
Startup, or Entrepreneur

Why Do You Need PR?

- Unlike paid advertising, PR is about earning media coverage, and not buying it.
- Consumers are more likely to trust a journalist or a blogger than a paid ad.
- PR can lead to free media coverage, positive publicity, more exposure and sales for your brand or biz.

public relations

noun [U]

US  /,pʌb.lɪk rɪˈleɪ.ʃənz/ UK  /,pʌb.lɪk rɪˈleɪ.ʃənz/

(abbreviation PR)



the activity of keeping good relationships between an organization and the general public:

Public relations is about how you publicly communicate what your brand stands for, what makes your product or service different, unique or better than your competition.



Know Your Business & Be An Industry Expert

Before you begin any marketing activities

- You have to thoroughly know your business, as well as all the ins and outs of your industry.
- You have to be an expert about your products and your competitors'. That will help to position yourself as a leader.
- You want your brand, product or service to be special and stand out among all the others.
- Being an industry expert is going to help put you in a position to secure interviews or other media coverage opportunities.

Before you dream of super cool podcast appearances, NY Times feature stories, or even local news coverage, you need to see what kind of media opportunities are realistic for your business.

1. One of the easiest ways to do this, is to “google” your competitors and see what media coverage they’ve received.
2. When you find coverage, take note of the media outlet and journalist or influencer who wrote the article.
3. Add the contact details to a Media List using a spreadsheet to build and store your media lists.
4. Add the media coverage details to a Coverage Chart.



How To Create A Media Strategy



Media List & Coverage Chart Tips & Tricks

- See if media have done reviews, or included your competitors in roundups.
 - Roundups are those lists you'll see in publications where they name "The 5 best web hosting providers" or "Top 10 domain registrars."
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- Take note of the journalist/influencer and media outlet who provide the coverage, and add them to your "Master Media List."
- Most journalists have easy to find email addresses, and almost all publications have general news email addresses.
- Later, when you start getting noticed by media, you will create a Coverage Chart

*See both samples on the next page

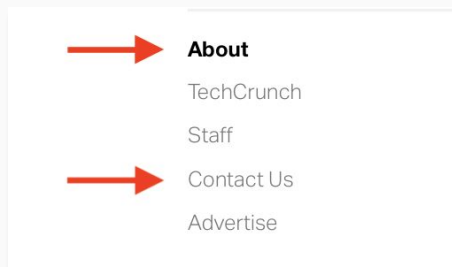
Media List

	A	B	C	D	E
1	Name	Outlet	email	website	
2	Alan Shimel	DevOps	ashimel@devops.com,	https://devops.com/	
3	Max Eddy	PCMag	max_eddy@pcmag.com,	https://www.pcmag.com/	
4	Duncan Riley	Silicon Angle	duncan@nichanet.com.au,	https://siliconangle.com/	
5	Kalev Leetaru	Forbes	kalev.leetaru@gmail.com,	https://www.forbes.com/	
6	Graham Cluley		gcluley@grahamcluley.com,	https://www.grahamcluley.com/	
7	Troy Hunt		troj@troyhunt.com,	https://www.troyhunt.com	
8	Byron V. Acohido	The Last Watchdog	byron@lastwatchdog.com,	https://www.lastwatchdog.com/	
9	Bruce Schneier	Schneier on Security	schneier@schneier.com,	https://www.schneier.com/	
10	Pierluigi Paganini	Security Affairs	ppaganini@securityaffairs.co,	https://securityaffairs.co/wordpress/	
11		IT Security Guru	edward@itsecurityguru.org,	https://www.itsecurityguru.org/	
12	Charlie Osborne	ZDNet	charlie.osborne@gmail.com,	https://www.zdnet.com/meet-the-team/us/charlie-osborne/	
13	Ian Paul	PCWorld	ian@ianpaul.net,	https://www.pcworld.com/	
14	April C. Wright	Architect Security	acwright@architectsecurity.org,	https://architectsecurity.org/	
15	Bradley Barth	SC Magazine	bradley.barth@haymarketmedia.com,	https://www.scmagazine.com/	

Coverage Chart

	A	B	C	D	E	F	
1	Date	Outlet	Site Traffic	Link	article type	product	notes
76	5/4/2021	Toms Guide	5,302,533	https://www.tomsguide.com/buying-guide/best-web-hosting-services	top list	hosting	
77	5/2/2021	Shopify		https://www.shopify.com/blog/best-domain-registrars	top list	domain	
78	4/30/2021	Domain Investing	245,633	https://domaininvesting.com/wolf-com-acquired-for-550000/	news	domain	
79	4/27/2021	Optic Flux	10,000	https://www.opticflux.com/top-vpn-providers-in-2021-namecheap-vpn-ipvanish-surfshark/6416/	top list	vpn	
80	4/26/2021	Tokenhell	7,900	https://tokenhell.com/satoshi-nakamoto-identity-case-takes-a-new-turn/	news	general	
81	4/25/2021	ProWebTips	1,500	https://www.prowebtips.com/namecheap-easywp-wordpress-managed-hosting/#Cons	review	EasyWP	
82	4/23/2021	Fossmint	346,230	https://www.fossmint.com/best-godaddy-alternatives/	top list	general	
83	4/22/2021	Hosting Medium	10,000	https://hostingmedium.com/namecheap-review-2021featurespriceprosconshostingmedium/	review	hosting	
84	4/21/2021	Hosting Arrows	10,000	https://hostingarrows.com/cheap-web-hosting/	top list	hosting	
85	4/21/2021	Guru99	8,478,162	https://www.guru99.com/free-business-email-account.html	top list	email	
86	4/21/2021	TechRadar	14,097,784	https://www.techradar.com/how-to/buy-a-domain-name	how to	domain	
87	4/19/2021	Domain Name Wire	358,926	https://domainnamewire.com/2021/04/19/namecheap-reports-36-revenue-growth-in-q1/	news	domain	
88	4/15/2021	ThemElse	932,179	https://themelse.com/blog/best-domain-registrars/	top list	domain	
89	4/14/2021	Source Forge	18,614,689	https://sourceforge.net/software/product/Namecheap-Logo-Maker/	review	logo maker	

- All media outlets have an “About” or “Contact” page. You can often find the contact email you need there, in the byline of the article you found.
 - It’s best to have a direct email/contact from editorial team.
 - If you can’t find a personal email to pitch directly, look for general editorial emails. They usually start with news@, tips@, editors@
 - Make sure to add all to your media list



- Set up google alerts to track your coverage and mentions online, as well as your competitors coverage, and your industry news.

Find Media Contacts



Desire Athow  

Managing Editor, TechRadar Pro

Désiré has been musing and writing about technology in a career spanning four decades. Following an eight-year stint at ITProPortal.com where he discovered the joys of global techfests, Désiré now heads up TechRadar Pro. He has an affinity for anything hardware and staunchly refuses to stop writing reviews of obscure products or cover niche B2B software-as-a-service providers.

Media Research

Coverage Chart &
Media Contacts List

Carefully Research
Competitor & Industry
Media Coverage

Create Detailed
Coverage Charts

Develop & Nurture
Media Contacts

- Your media lists and coverage charts should be constantly updated with new contacts/articles.
- This will give you a strong media target list to contact about your business.
- You'll be aware about journalists or influencers who cover your industry.
- It's important to establish friendly relationship with journalists

It's time to secure valuable media placements.
There are three main types of coverage.

Reviews & Roundups

- Most popular coverage ops

Use the research you did finding free media coverage your competitors received. Now is your chance to craft an email pitch letting those journalists or influencers know why they should review your product, or include you in their next roundup (or update).



Earning Media Coverage



Press Releases

- Have something important to say?
- Launching a new product or service?
- Did your company achieve a milestone?
- Do something first, faster or better than anyone else?

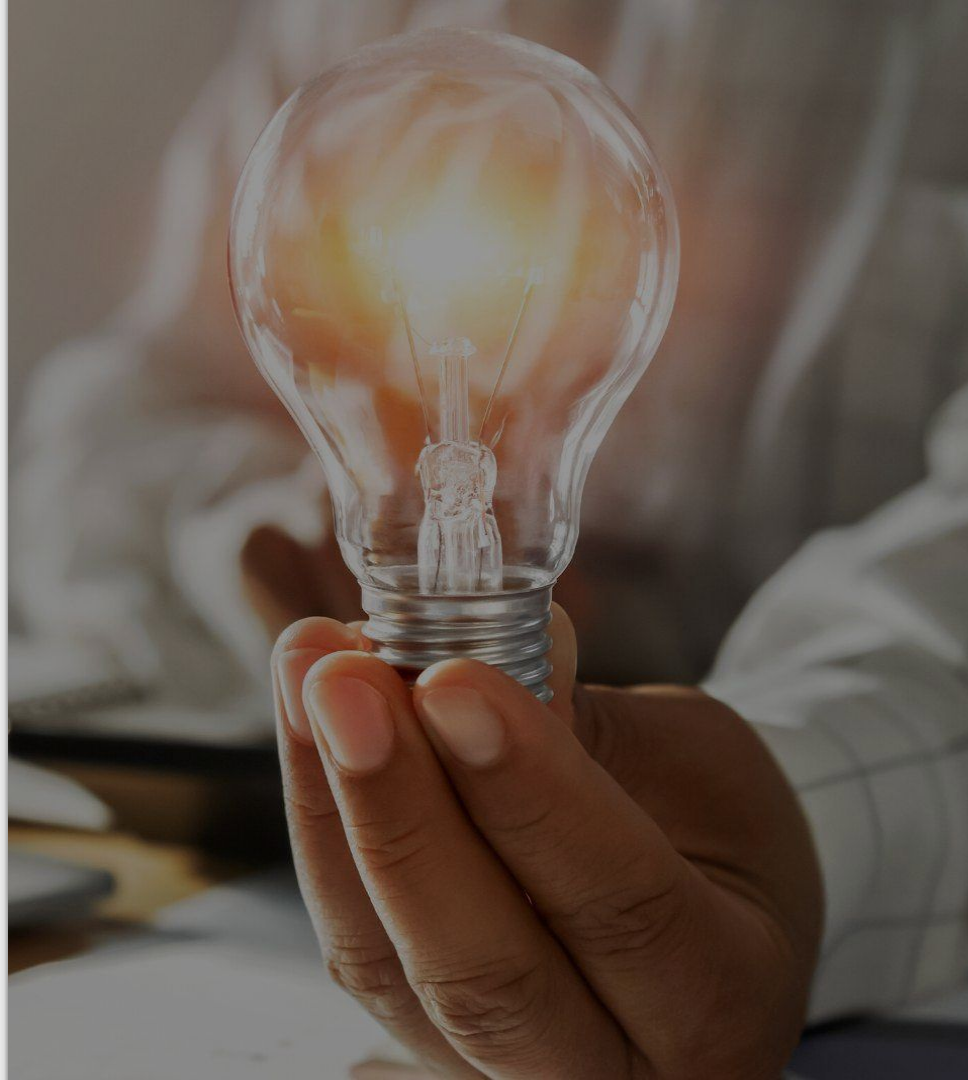
If so, it might be NEWSWORTHY enough for a press release.

Example:

The media is probably not going to care or cover your lawn service turning three years old, but they may certainly be intrigued if for your third birthday, your company tried to break the Guinness World Record for most lawns mowed in 24 hours.

Thought Leadership

- Make sure you are THE expert, as it is the best way to get on the local news, book an appearance on a podcast, or land an interview for a national feature story.
- The most challenging type of coverage
- Offer your expertise for an outlet's story
- Offer to write a guest article for a publication on a topic you are passionate about
- Research industry events and see if you can get on a panel to show-off your thought leadership and industry expertise.





Reputation Management

Monitor Your Brand

Social Media &
Review Forums

Proactively
Communicate

- You can't control what media and customers write about your business online
- Respond where you can
- Monitor social media and review forums like Yelp or Shopper Approved
- Respond in a timely and positive way to all inquiries, even to negative ones.
- This will help improve public perception about your company

An aerial, high-angle photograph of New York City at dusk. The sky is a mix of dark blues and oranges, with scattered clouds. The city's lights are beginning to glow, and the Empire State Building stands out prominently in the center with its top lit in red and green. The Hudson River is visible in the distance to the right. The text 'The End' is overlaid in a large, white, sans-serif font on the left side of the image.

The End