



## **WEBINAR**

How to Get Earned Media: Using Your RSNA Presence to Encourage Media Attention

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# Today's Presenters



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# Agenda

What is earned media?

And why it's important

How earned media fits in

How earned media fits into a multi-channel marketing plan

**Audience-Centric Content** 

Learn the benefits of creating audience-centric content — especially for generating earned media

Ways to get earned media

Explore the different tactics used to garner earned media attention

Pitching the media

How to find media to pitch and best practices to use when pitching the media





## What is earned media?



## **DEFINITION:**

Earned media is media activity related to a company that customers or journalists generate and is not directly generated by the company or its agents.



### WHERE DOES EARNED MEDIA APPEAR?

Any publicity that is gained through avenues other than from the company itself (owned and paid channels) is earned media, such as:

- Word-of-mouth
- Social Sharing
- Product reviews
- Blog posts
- News coverage stories (Print, TV, Radio)



## What is earned media?

An example

### **ADP National Employment Report**

Every month, ADP releases a private sector employment report

Announcement originates from ADP:

https://www.prnewswire.com/news-releases/adp-nationalemployment-report-private-sector-employment-increased-by--27-000-jobs-in-may-300862417.html



#### NEWS COVERAGE:

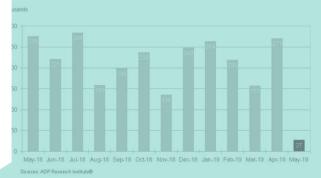
- CBS News
- Bloomberg
- CNBC



#### SOCIAL MENTIONS

 Hundreds of Twitter mentions with #ADPemployment hashtag

#### art 1. Change in Total Nonfarm Private Employment





Always Designing for People™



# Why earned media is important

Consumers trust earned media more than owned media/branded sites and paid media, yet brands spend far more money on paid and owned media campaigns because [until now] they have not been able to attribute business value to earned media programs.



- Kevin Akeroyd, Cision CEO



#### **BRAND EDUCATION**

47% of buyers viewed 3-5 pieces of content before engaging with a sales rep



#### **BRAND AWARENESS**

Buyers that recognize a brand will think of that brand first when needs arise.



#### **TRUST**

Audiences view earned media as the most authentic form of marketing.



#### **REACH PERSONAS**

Products can be in front of desired personas as they read their favorite publications.

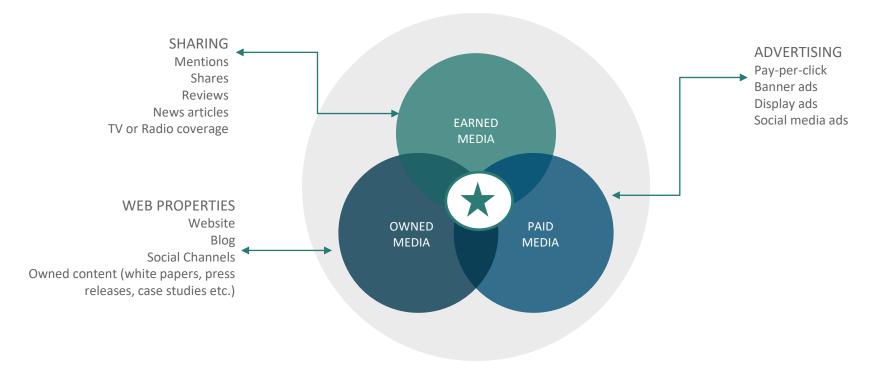
Sources: https://www.hubspot.com/marketing-statistics http://blog.inkhouse.com/must-have-b2b-programs-for-your-2019-pr-strategy





## Where Earned Media Fits in as a Channel

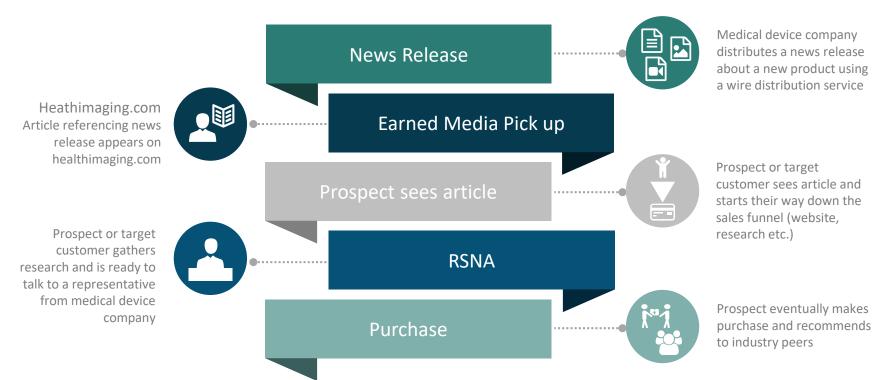
In a Multi-Channel Approach





# Multi-channel Example

How a medical device company could utilize a multi-channel approach and benefit from earned media

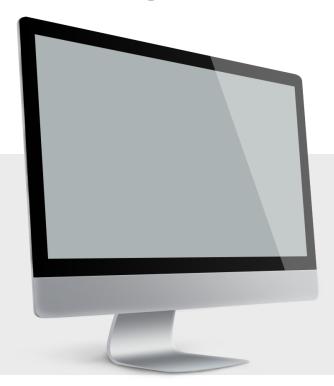






## Content & Earned Media

Benefits of Creating Audience-Centric Content



## Audience is King

It can be easy to create content that supports your brand's bottom line first, and the needs of your audience second. But journalists and consumers are overwhelmed with information, so they're exceedingly good at dismissing corporate, disingenuous content. Create something of value that speaks to their problems, needs, or desires, and you'll not only have their attention, but maybe their dollars and sharing power, too.



## Credibility

Offering helpful content to journalists and consumers alike encourages them to vouch for you—creating valuable 3<sup>rd</sup> party trust.



### Control

You can't control who writes about you or what tone of coverage you get, but you can control what content you provide.



## Creativity

Be personable and innovative; people want to connect with the human side of brands. Create memorable content.



# **Content Examples**

Types of content to support an earned media strategy



### **Press Releases**

Tried and true, the press release cleanly delivers corporate announcements.



## Infographics

Easy to share, repurpose, and dissect. Perfect for social media, blogs, and email.



### Videos

Invite your audience to spend time with you via demo, how-to, or other video content.



## Studies & Surveys

Original research reports offer insight and analysis that's attractive to cover.



### **Interactive Pieces**

Engage your audience with quizzes, calculators, moving maps, etc.



## **Blogs**

Demonstrate thought leadership, offer evergreen tips, or spotlight CSR.



## Press Release Content

Why press releases are valuable to journalists



#### Accurate Source

Globally, 75 percent of media say that ensuring content is 100 percent accurate is the most important for their organization.



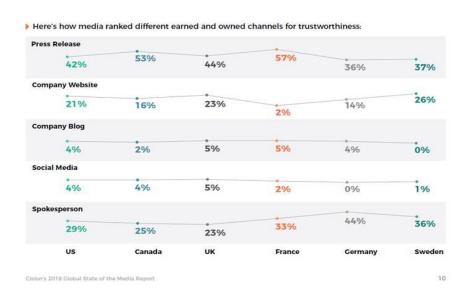
#### Newsworthy

When it comes to what journalists want from their PR contacts, 63% said news announcements and press releases.



#### Trusted

Journalists also trust press releases the most, with 44% saying that it's their most trustworthy source of brand-related information.



- Here's what journalists want to see from PR pros:
- 1. Press releases

- 4. Content marketing/advocacy releases
- 2. Original research reports
- 5. Video clips/b-roll/livestream
- 3. Follow-up press releases
- 6. Blog posts



## What Journalists Want

## How to make a press release more effective (global numbers):

News hook clearly stated	45%
Tells a story conversationally; avoids jargon	27%
Add quality quotes that add depth to the story	17%
Include more multimedia elements	11%

#### IN PRESS RELEASES WE TRUST

Journalists continue to love the press release. For three years in a row, media professionals have ranked press releases and news announcements as the most valuable type content they receive from their PR contacts. They've also once again chosen the press release as their most trusted brand source. This is nearly universal, with journalists from around the world citing press releases as their most trusted source of company information.





# News Release Tips

Crafting a successful announcement

## **News Angle**

What's the story? Are you going to an event? Can your brand comment on a trend?

#### Call-to-Action

Provide a logical next step for the reader. What do you want them to do?

## **Supplemental Information**

Use quotes and links to additional context, along with multimedia elements.

## **Formatting**

Disruptive formatting like bullets and bolding make your news easier to read.

### **Details**

Don't forget about things like the booth number and your contact information!





# Ways to Get Earned Media

Tactics that encourage word-of-mouth buzz

#### **Social Media**

Social media communities are great places to engage fans, advocates and facilitate conversations with shareable content.



### **Influencer Partnerships**

Cultivate symbiotic relationships with industry heavyweights to reach your audience in a new, authentic way.

#### **Press Releases**

You have news to share! Journalists rely on press releases for accurate information to supplement or inspire their stories.



Content Worth Sharing



#### **Personalized Pitches**

Great editorial coverage often starts with an equally great pitch that helped a journalist inform their audience.

## Blogging

Don't just leave blogging to the influencers! This medium is a unique place to share thought leadership and other content marketing.





### **Industry Events**

Events are naturally newsworthy. Capitalize on the clout of RSNA to maximize coverage opportunities and industry buzz.



# Using RSNA to Your Advantage

Leverage the Show's opportunities

## **Events Support Earned Media**

Shows like RSNA naturally lend themselves to media coverage because they are timely meccas for new products, partnerships, and other breaking news. Plus, not only do they offer potential face time with journalists at the show, but they can even spark opportunities with remote media as well. RSNA and its exhibitors consistently get media attention in trade publications. Ultimately, the platform and resources that RSNA provides can help support your owned, paid, and earned media strategies.



#### Webinars

Hear about everything from booth logistics to social strategy.



### **Press Kits & Releases**

Create and host Show-related content online for easy access and distribution.



#### Checklists

Take advantage of the marketing and exhibitor checklists provided by RSNA.



#### **Other Tools**

Learn how to attract buyers, media, and other attendees with best practices.





# How to Find People to Pitch

Researching Journalists, Bloggers, and other Influencers



#### **House & Lead Lists**

- Leverage existing relationships (prospects and customers) with your house lists.
- Follow up with leads from the event and cultivate new prospects.



### HARO, ProfNet, etc.

- Position yourself or your client as a source or expert.
- Respond to relevant media inquiries.
- Easily connect with multiple journalists on a variety of topics and future stories.



#### **Databases**

- Use a media database service to find journalists, bloggers, and other influencers.
- Create segmented lists for various campaigns.
- Quickly research individuals for personalized pitches.



#### **Social Media**

- Search hashtags and conversations for story-seekers.
- Follow and interact with industry influencers.
- Don't send your actual pitch via social media unless the person requests it!

Take your time researching and selecting people to pitch.

Dedicating a few extra moments to vetting early on will prevent you from wasting your time down the road, and lead to more successful results.

# Pitching the Media

Best Practices for Journalist, Blogger, and Influencer Relationships

## Don't Spam

Do not send irrelevant, repeated emails or a mass blast. If a journalist doesn't respond after an initial email and a follow-up a few days later, move on.



### Don't Be Generic

Tailor your pitch to not only a particular outlet, but to an individual journalist and their beat. Use specifics in the pitch itself, rather than broad, vague terms.

### Consider Multimedia

Many journalists need a visual element to accompany their original stories. Either indicate that photos/videos are available or send a link of assets upfront.



## Consider Editorial Cycles

Be mindful of the kind of story you're pitching within the larger editorial framework and other events. Is your story evergreen or timely?

## Do Your Homework

Research the publication/outlet and read the journalist's last 3-5 stories. Be prepared to help them.



#### Be Conversational & Concise

Thoughtfully articulate your pitch, but be personal and don't bog it down with jargon or buzzwords.



# Insight from Cision's State of the Media Report

## **Building Better Relationships With The Media:**

- Here is the #1 thing you must do when working with the media:
- 1. Research/understand my media outlet
- 2. Provide me with data and expert sources when I need them
- 3. Tailor the pitch to suit my beat(s)/coverage
- 4. Stop spamming me
- 5. Include multimedia assets with your pitch

#### **MEDIA TIP:**

For the third year in a row, journalists ask that you research them, understand who they are and what they cover before pitching them, ranking this their top request of PR pros. They also want brands to provide original data and expert sources in a timely manner. Have a solid PR pitching and press release strategy, along with a stable of spokesepeople ready upon request is a good best practice.



Research journalists and understand who they are before pitching them.





# Pitch Example

What edits would you make?

66

Hi [First Name],

I'm [full name], founder of a London-based startup called [name + link to website], and I think you may be interested in our new product. We've developed a GPS-powered app that helps drivers instantly see how much they're spending on petrol with each journey they make, and whilst there are similar apps out there (e.g. xxx and xxx), this is the first time an app has been created that uses up-to-date, real-time data from local service stations around the world.

We are releasing the Android version next week, and we expect the iOS version to be approved shortly after. I've attached a few screenshots of what the app looks like, and here's a link to a video that demos exactly how it works.

I thought I'd give you first refusal to review this app before contacting other publications. If you could let me know if you're keen to learn more, I'd appreciate it.

Demonstrate knowledge of previous work

Why is it a good fit for the journalist & their readers?

Include links instead of attachments

Be judicious with any potential exclusivity

Thanks a lot for your time.

Name Position Telephone number Twitter Handle

## Pitching Resources:

- Pitch perfect: A startup's guide to getting coverage
- 8 Media Pitch Examples to Help You Get Noticed
- Perfect PR pitches: NYT tech columnist picks his favorites
- 6 Simple Rules for Email Pitches
- How To Get A Journalist To Read Your Pitch

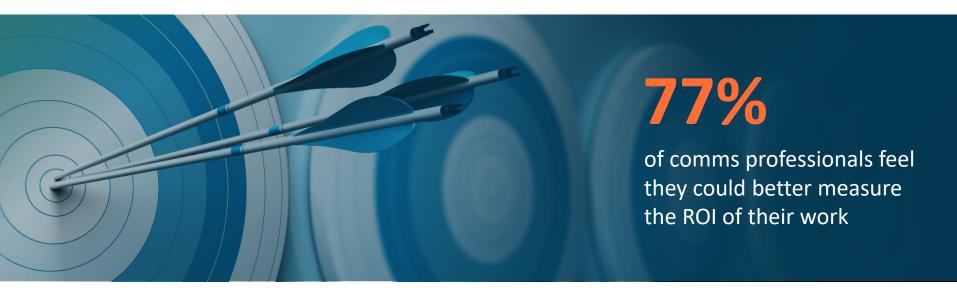
of journalists say fewer than a quarter of the pitches they receive are relevant.

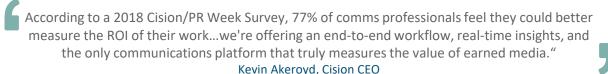




## The Evolution of Earned Media

Communicators Need Help









## BEFORE – PR with no ROI

Mounds of data with no way to connect it to business value





...when allocating resources across an organization, who gets the most attention? The creative storyteller with no data, or the department (no matter the personality) with solid revenue numbers?

- Cision Blog: <u>Three Steps to Avoiding Vanity Metrics in Public</u> Relations







Views



Monitoring



## AFTER – Measure the Impact of Earned Media

PR Pros can know exact reach, audience and results of PR campaigns

- ID tagging technology for earned media
- ID's provide PR professionals access to demographic and firmographic data of audience that views press releases and earned media articles
- ID's track consumer of content to see where they go after reading content
- Tagging technology tracks consumer of content down to website conversion





# Using Earned Media in New Ways

Earned media data can now be used to influence other multi-channel comms



**Result:** The theme park company saw so much success, it completely changed its paid ad strategy with the use of earned media audience data.



## Thinking ahead

With this evolving industry, the sky's the limit

"[B]egin challenging your own assumptions. Your assumptions are your windows on the world. Scrub them off every once in a while or the light won't come in."

- Alan Alda

Challenge: Think about how utilizing an earned media strategy can help propel your company to the next level.



## Resources

- \* RSNA Online Press Office
- VIDEO: What's a press kit
- **❖ BLOG: How to Tell Your Trade Show Story with a Page-Turning Press Kit**
- BLOG: Earned Media Is Part Of The Customer Experience
- BLOGS: Behind the Curtain of Vanity Metrics / Three Steps to Avoiding Vanity Metrics in Public Relations
- **❖ VPO Knowledge Center**
- Cision's State of the Media Report

# Thank you for joining us!

We're here to help!



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If you have any questions, please contact us at 1-973-783-7787 opt. 0 or email <a href="VPO@cision.com">VPO@cision.com</a>.

\*\*Please be sure to whitelist @cision.com in your email or add us to your address book.\*\*

Thank you from all of us at Virtual Press Office/Cision PR Newswire!

