

How to Best Leverage Media Placements: Tip Sheet

Active participation in media interviews requires a balance of compliance adherence and maximized exposure for your brand. Successful media placements should be celebrated and strategically leveraged to enhance your professional image and reach.

Here are some tips to guide you in maximizing the value of each interview opportunity and with sharing your media successes.

Understand the Role of Compliance:

- Have a written copy of compliance policies for pre-interview review.
- Recognize the two-fold nature of compliance reviews: both pre and post-interview.
- Be aware that even if you refrain from giving specific investment advice, articles may not pass compliance standards for marketing purposes.

Maximize Exposure Before the Story Airs:

- Take photos with interviewers (with permission) if meeting in person for potential social media content.
- Email your database in advance to alert them of your upcoming feature.
- Use this pre-story communication to reinforce your expertise.

Promote the Placement After Airing:

- Share the interview link across social platforms.
- Engage your team and close colleagues to amplify your reach by sharing on their profiles and various platforms.
- Send a follow-up email with the interview link, providing commentary and encouraging shares.
- Integrate media placements into drip marketing campaigns, emphasizing your expertise on relevant topics.

Showcase on Your Digital Real Estate:

- Feature the interview on your website, considering a dedicated "In the News" or "Press Room" section.
- Frame and display print interviews in your office for in-person client interactions.
- For digital placements, consider creating a media reel or slideshow for office displays, or add to a digital photo frame.

Integrate Media Successes into Daily Conversations:

- Introduce media mentions in content you produce, like podcasts or video series.
- Use your media accomplishments as a conversation starter with clients and prospects.
- Incorporate media successes in public speaking introductions and narratives.

The effort you invest in securing media placements should be matched with efforts to strategically leverage those successes. Integrating media mentions into various facets of your business can enhance your professional standing and position you as a sought-after expert in the financial services industry.

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