

Public Relations

Leveraging Your Media Success

Presented By: Alana Kohl

Founder

AdvisorPR



Prepare to Share

Check with Compliance on Requirements

- Reviewing with Compliance Team
- Pre-approval Requirements
 - Email
 - Social Media
 - In person



Prepare to Share

Website Update Process

- Collaboration with IT or Website Designer
- Create an “In the News” Tab
 - Use a dedicated section on your site to display all of your media inclusions



Prepare to Share

Get Your Technology Ready to Go

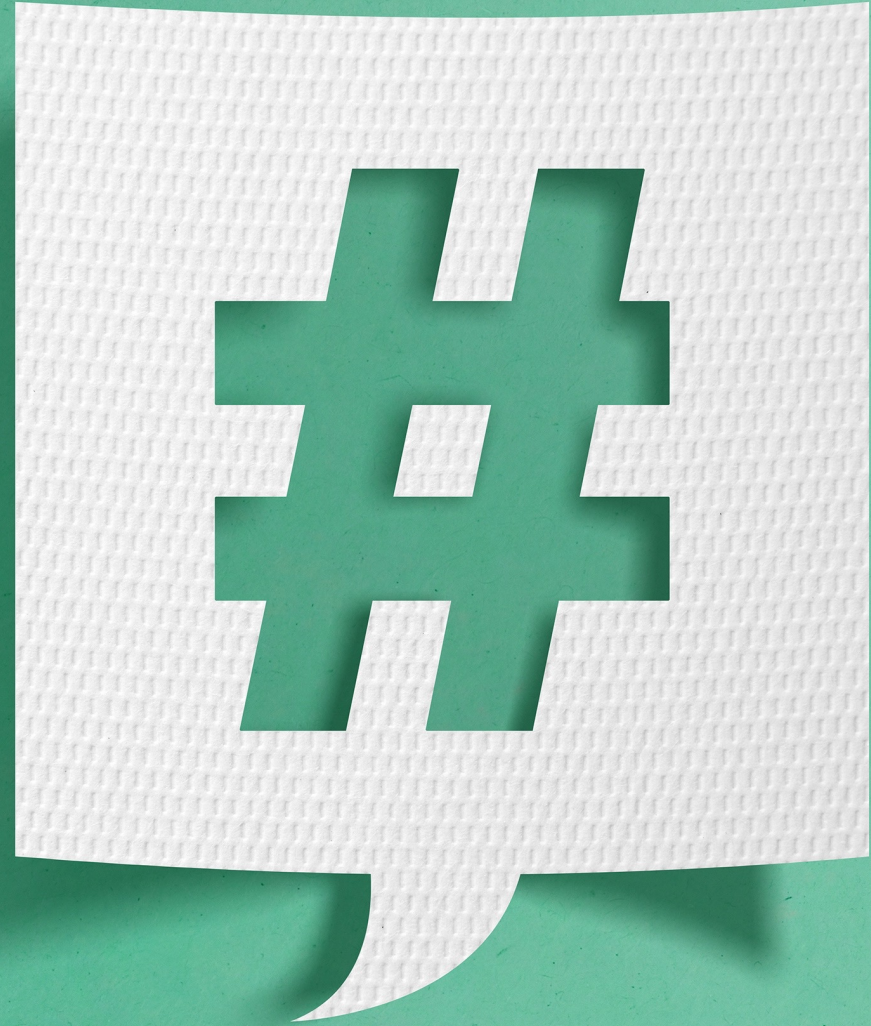
- Quick Turnaround Capability
- Marketing System and Email Database
- Set Up Your Email Template



Prepare to Share

Social Media Strategy

- Posting Timeline
 - Before it runs
 - Day it runs
 - After it runs
- Which Platforms?
- From Which Accounts?
 - Business
 - Personal Professional Accounts
 - Employees Share



Prepare to Share

Office Display

- Showcasing Media Mentions
- Building Credibility with Visitors



Prepare to Share

Printed Copies

- Obtaining Print Copies for Archive
- Distributing to Clients and Prospects



Other Ways to Leverage

Repurposing Content

- Transforming Talking Points into Blogs or Other Owned Media Channels
 - Blog
 - Video
 - Podcasts



Other Ways to Leverage

Repurposing Content

- Creating Additional Accompanying Content
 - Text
 - Images
 - Videos
 - Links
 - Pull Quotes



Long-Term Benefits

Leverage Your Media Successes

- Share Your Placements to
 - Maximize Views of Media Interviews
 - Enhance Brand Visibility and Credibility
 - Create a Lasting Impression

