Public Relations

Leveraging Your Media Success

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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