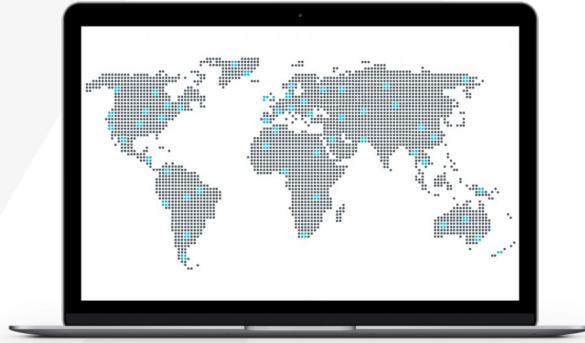




LEVERAGING MEDIA

For Your Business

Build Trust / Create Authority / Generate Leads



Share Your **BRAND STORY** Around The World

Whether you are a large enterprise company looking to broadcast your news internationally, a marketing director that needs to drive demand and generate leads, or a small business owner aiming to gain website traffic; we've got you covered.



INTRODUCTION

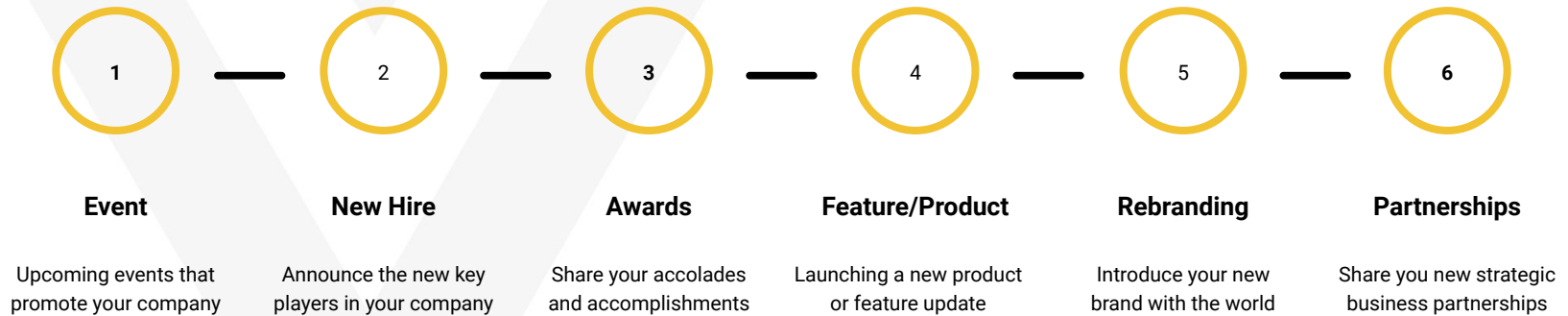
Leveraging Media

This guide is designed to arm you with the three best ways you can leverage the media to gain trust, build authority and ultimately increase top of the funnel opportunities for your company.

Some of the largest companies in the world have leveraged the media to further their agenda and push through their growth initiatives. Press is a sure fire way to quickly build trust with your audience and ultimately reach your goals as an organization.



WHAT IS MEDIA WORTHY?



THREEPILLARS

To Leverage The Media To Tell Your Brand Story

1

Social

Share your companies press with your followers to build trust

2

Podcasts

Become an authority and trust for your business by making podcast appearances

3

Media

Leverage your paid media to gain even more media “Move Up The Chain”





SOCIAL MEDIA



SOCIAL MEDIA

Press and media gain massive attention on social media and if leveraged properly your brand can gain trust and influence with your audience and customers. Increasing your bottom line.



Map Out Social Influencers

Identify key people who can share your content or better yet feature you on their platform.



Share/Celebrate Your Recent Coverage

Media creates a third party validation and builds trust with your customers and prospects.



Higher Quality Opportunities

Media coverage creates a referral situation over leads. Let the media's brand advocate on your companies behalf for a higher quality opportunity.



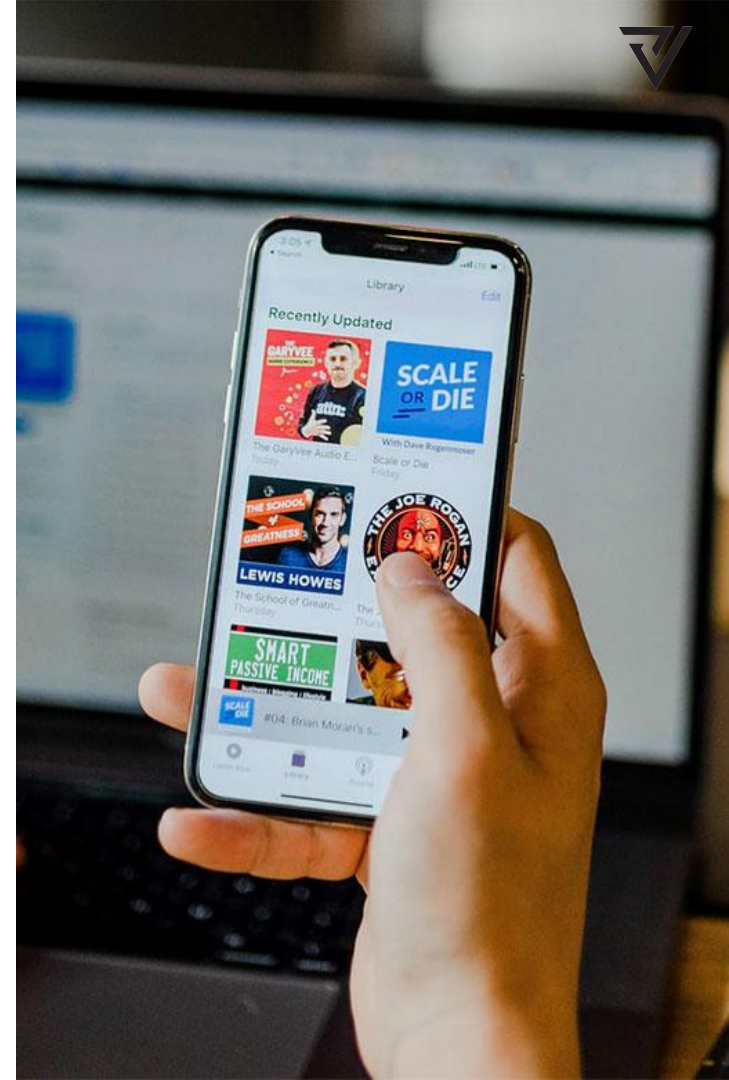


PODCAST INTERVIEWS

PODCAST FEATURES

Media isn't simply reserved for television and the internet. Podcasts have turned people's cars into classrooms and have been proven to be a serious platform for the daily consumer.

Gain a competitive edge by leveraging your media coverage on other media distribution channels. This also allows you to piggyback a new audience off their communities.





MEDIAATTENTION





MEDIA ATTENTION

Move your press and media “UP THE CHAIN” by sharing with journalists and other media outlets. This creates a media snowball effect allowing you to achieve higher media features and more traffic.

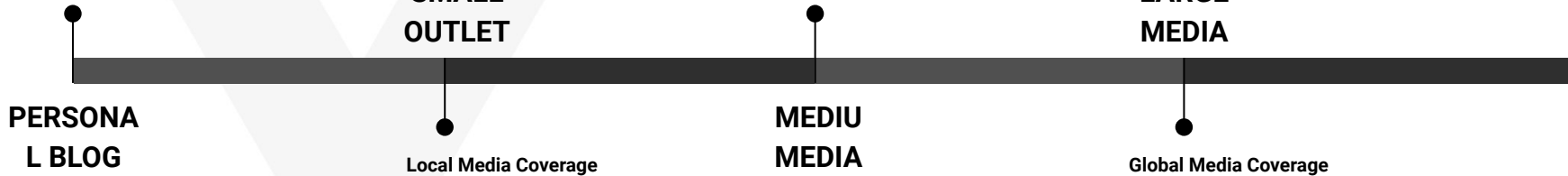


Starting Small

If you have a blog this is a great place to start creating content you can source later in your media features. Driving Traffic back to your site.

National Media Coverage

Move your local media coverage to national outlets by connecting with national journalists and sharing your content with them. Always provide value!



**SMALL
OUTLET**

**LARGE
MEDIA**

Local Media Coverage

**MEDIUM
MEDIA**

Global Media Coverage

Get featured on smaller and local media outlets to gain local attention. This must happen first before you can move it up the chain.

This is the crescendo of the chain. Receiving global coverage to your business will drive the most traffic to your site to make the largest impact.

ABOUT US

WE OFFER MEDIA SERVICES

Writing Services

Interview with our certified journalists to craft the best story to get results for your press release

Distribution

Impact customer behavior by gaining earned media visibility with over 5000 media sources

Analytics

Attribute value and instill context in your brand's earned media coverage with visibility reporting

5000+

News Site Syndication

10X

More Content Visibility

283%

Increase Search Visibility





READY TO START GETTING THE MEDIA
COVERAGE YOUR COMPANY DESERVES?

DOWNLOAD OUR 2020 MEDIA KIT FOR A
FULL LIST OF DISTRIBUTED OUTLETS...

OR SCHEDULE A CALL WITH ONE OF OUR
PR SPECIALISTS.

2020 MediaKit

& Distribution List

[MEDIA KIT DOWNLOAD](#)

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