

# A Five Step Guide to DIY

# PR

FROM OUR FRIENDS AT NEON MOOSE



*You've got the marketing plan. Your social media is shining. You've thrown some money behind Facebook Ads. You're blogging and building a database. Kudos. But there's probably just oooooone thing missing – media coverage. Here's five sure fire ways to get your brand in front of the media:*

## 1. Know your media.

Many moons ago, I worked on the other side of PR [in editorial]. Nothing would give me the heebie jeebies more than a PR company that didn't know their magazines.

Like a PR co pitching a gardening book or the latest car accessory for a fashion magazine [*newsflash*: there was no gardening or car sections in the fashion mag I worked at!].

Try spending a little time sussing out magazine or newspaper's regular features where your brand's story would be a perfect fit.

## 2. Media release must-do's

Fact – journos are a busy bunch. Therefore, they don't have time to read a media release thesis. Keep your media release short, sharp and to the point. One page is good. And always include a high res image.

Sending a little 'gift' [like your product or a sample/promo version of your product] with a handwritten note helps pique the interest of the journalist too.

## 3. Be targeted

Don't send out mass emails. Super impersonal. While it takes longer, best practice is to send out individual emails instead.

Sometimes offering an exclusive to a bigger mag is better than trying to pitch to 100 smaller online media outlets.

## 4. Invite the media

If it's a launch, special event, hell, even the opening of an envelope – invite the media. Send them an eye-catching invite [*I once got an invite with some fake turf that I had to roll out and build my own invite which I thought was WAY COOL*]. They will more than likely cover it and if they can't, ask the media outlet's photographer to come and take some photos for some post event exposure.

## 5. Create a 'media page' on your website.

Make it easy on media to cover your business. Create a media page where the press can easily grab your logo and images of your products – all in high res versions of course.

Bonus point - and above all? Always say thanks. When a journo covers your story – it doesn't hurt to send a quick email to say thanks. And share the article on social media.

DIY PR done right.

