



Webinar

# Making a brand “newsworthy”

Amy Hayward-Paine, PR Account Director and Ebony Hutt, PR Account Manager – February 2024

# Agenda



---

01 PR Overview

---

02 What makes a PR Story?

---

03 Writing Successful Press Releases

---

04 Media List Creation + Outreach

---

05 Media Monitoring + Metrics

---



# PR Overview

## PR Overview

# Why is PR so important?

Generating **strong brand awareness** campaigns via PR methods can be an extremely powerful tool when it comes to generating **high levels of direct and organic web traffic**, and **direct referrals, aiding SEO objectives**, whilst also supporting the wider business objectives.

It can help leverage your overall brand strategy and **control the narrative** of how you would like to be perceived by potential customers.



# Key PR benefits for businesses

- 1 PR improves your brand's reach and visibility
- 2 PR amplifies and enhances your credibility and reputation
- 3 PR can control the narrative and protect your brand
- 4 PR can increase sales and generate revenue
- 5 PR can maximize your ROI and competitive edge

## PR Overview

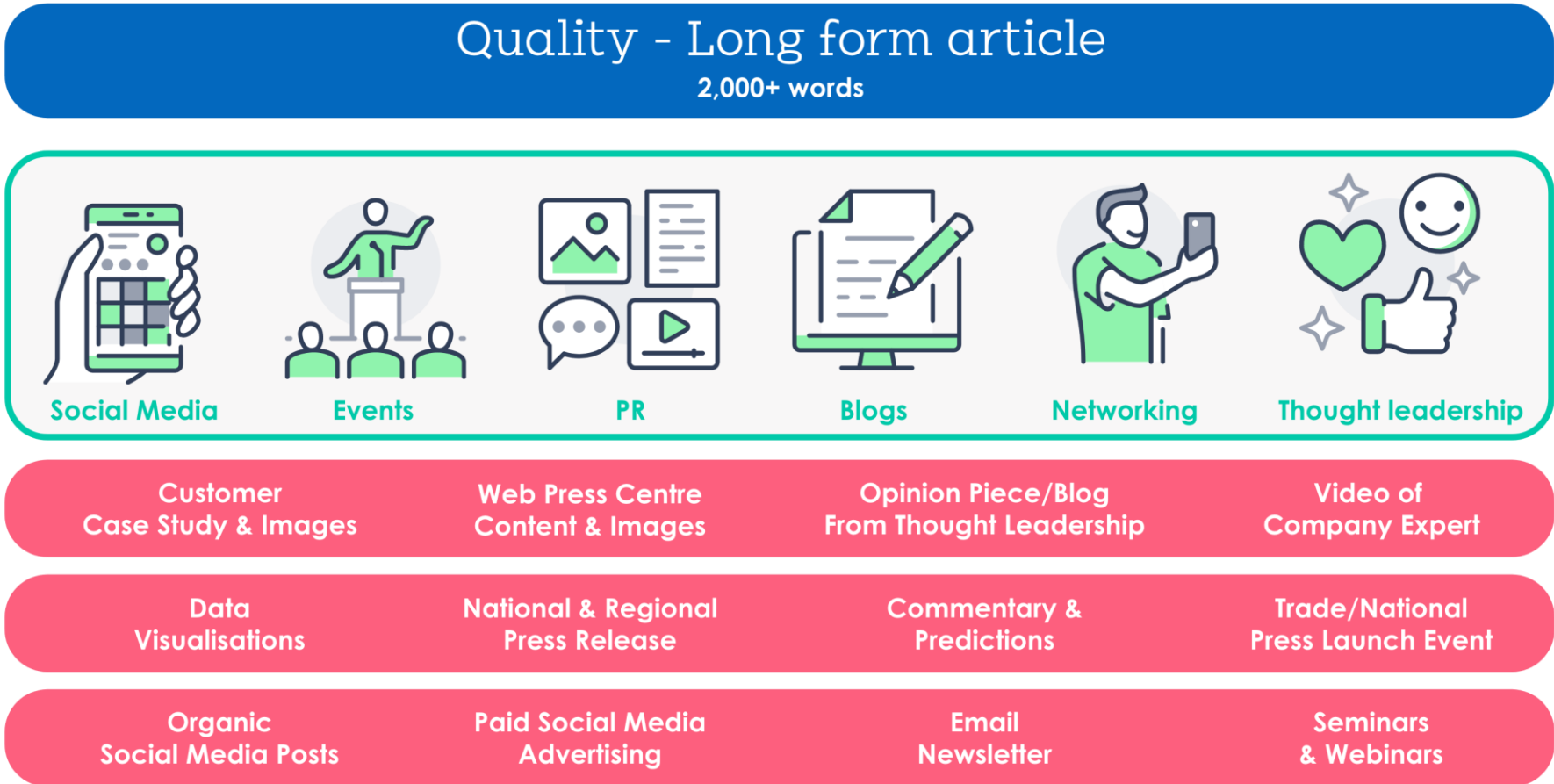
# Digital PR vs Traditional PR

The main differences between traditional and digital pr methods come down to the agenda and objective.

Traditional tends to be effective for more brand awareness in a specific sector, whilst digital PR has a lot of benefits which support SEO objectives including link building, increase website traffic and is overall much easier to measure / track.

Traditional PR	Digital PR
Offline articles in magazines and newspapers	Focus on Link Building PR Campaigns
Events Management and Sponsorships	Influencers Partnerships
Crisis Communications	SEO Tactics
Thought Leadership Focus (Speaking Opportunities)	Online Reputation Management
Editorial content and columns in print publications – could include advice pieces, gift guides etc	Online articles / coverage
Interviews & Feature Articles	Blogger Outreach and Guest Blogging
	Online Communities and Forums
	Podcasts and Webinars
	Content Marketing

# How PR can complement wider marketing channels





**What makes a PR Story?**



## What Makes A great PR Story?

# Key factors to determine what makes a strong story

In order to build a winning campaign, we have to determine what makes a strong press release.

### Here's what to consider:

1. **Relevance:** The story should be timely and of interest to the target audience.
2. **Clear and Compelling Message:** The story should have a clear, concise, and compelling message to be considered by journalists for publication.
3. **Emotional Connection:** Stories that evoke emotions tend to have a greater impact.



## What Makes A PR Story?

1. **Unique or Unusual Aspect:** A story that presents something unique, unusual, or a different angle on a common topic can stand out. This could be an innovative product, a unique approach to solving a problem, or an unexpected success story.
2. **Credibility and Authenticity:** The story should be credible and authentic. It must be factual and backed by data or real-life examples if necessary. Authentic stories help in building trust with the audience.
3. **Visual Appeal:** In today's media landscape, having a visual element (like high-quality images, videos, or infographics) can greatly enhance a story's appeal and shareability, especially on digital and social media platforms.
4. **Alignment with Brand Values:** The story should align with the company's brand values and overall PR strategy. It should reinforce what the brand stands for and contribute to its long-term reputation.
5. **Potential for Engagement:** Consider if the story has the potential to spark conversations, shares, and other forms of engagement. Interactive or participatory elements can increase engagement.
6. **Measurable Objectives:** A strong PR story should have clear, measurable objectives. Whether it's to increase brand awareness, drive traffic to a website, or support a product launch, the story should contribute to achieving specific business goals.

**We often see that business owners are so close to what they're doing that things don't seem news or exciting. In actual fact, once we get under the skin of the brand we find lots of potential stories which haven't been announced or have simply been overlooked.**

## What Makes A PR Story?

# Newsworthy Topics / Articles – B2B

B2B	Press Release Example Headline
Company Updates – such as new senior team members, expansion into new country, store opening, success stories within the business, sales figures / analysis year on year, rebrand etc	Company Success Story: Anicca Digital celebrates 50% uplift in sales year on year following creative rebrand
Award Wins – Shortlisted or Won (Awards are a great way to create PR opportunities)	Leading marketing agency snaps up two wins at regional business awards night
New Clients or Business Announcements	Anicca Digital celebrates new client wins
Industry / Commentary pieces about trending topics – this could be a Q&A / Interview style piece	CEO of Anicca Digital Ann Stanley discusses how AI will revolutionise marketing in 2024
CSR (Corporate Social Responsibility) – sponsorships of local teams, events, charity partnerships	Anicca Digital Names Charity of the Year
Event promotion – pre & post	Anicca Digital celebrates record turn out at Leicester Digital Live

## What Makes A PR Story?

# Newsworthy Topics / Articles – B2C

B2C	Press Release Example Headline
Trend led feature article	The best wellbeing trends to kick start your new year
Seasonal Product Round Ups – Top 10 style articles	(This wouldn't be pitched as a press release, but as individual products for consideration)
Q&A about new product line / testimonials	Meet the founder behind a new innovative weight loss supplement
New Product Launch	My Vitamins brings pregnancy supplements to market
Brand / Ambassador / Celebrity / Influencer Partnership Announcements	My Vitamins partners with Steven Barlett for Mens Health Day
Innovations and new technologies	The Science Behind Supplements: Why you should consider making them part of your everyday routine

## What Makes A PR Story?

# Ideation

- 1 Identify priority publications for coverage, and research them!
- 2 Create an ideas board - <https://www.craft.do/>
- 3 Start brainstorming your own campaign ideas
- 4 Qualify them! Risk, Relevance and Ease of Output

## What makes A PR Story?

# See what the journalists want... (Reactive PR Tools)

1 Journorequests – search for #journorequests on X (Twitter)

2 HARO – sign up at: <https://www.helpareporter.com/>

3 Response Source (Paid): <https://www.responsesource.com/>

4 JustReachOut (Paid): <https://justreachout.io>

## What Makes A PR Story?

# Other Top Tips

- Use National Days Calendar to help you produce a story – such as '**International Women's Day**'.
- Association or partnerships with bigger brands can help add credibility and reach and you're more likely to be featured.
- Statistics or data are very important and hold a lot of traction with journalists – if you can frame a story around this its already off to a good start.
- If in doubt see what your competitors are doing and if you have news along similar lines, you already know it should be of interest to those publications



# Writing Successful Press Releases



# Why do they need to be so considered?

- **Journalists receive hundreds of press release submissions in their inboxes every day.**
- To break through, they need to be thought out and well-written with the right hook and headline to get them interested.
- Include everything the journalist could need. The need for less interaction the better in their super busy schedules.
- Ensure the press release is relevant to the journalist you're sending to (we'll come back to this when building your target list).
- Once the journalist can rely on your content, they could reach out to you directly for specific pieces in the future.

## Key reasons they get ignored?

- 1 Subject line doesn't grab their attention or summarise well
- 2 Top line is buried – they need to know the facts straight away
- 3 It's too long – can you summarise your story in 10 words?
- 4 It's too salesy / could be mistaken for an advert
- 5 Full of jargon – difficult to understand (news based)

## Key reasons they get ignored?

- 6 Quotes are boring – they need to add something
- 7 To long
- 8 No Imagery or Videos (without captions)
- 9 Sent as an attachment (not in the main body of the email)
- 10 Impersonal email – can tell if it's templated

# So what should it include? (Copy)

- Write an attention-grabbing headline (one line is preferred, keep it short and sweet)
- Add a supporting subheading under the headline, where needed
- Using the 5 W's (Who, What, Where, When Why) in the first paragraph (keep this within 2 lines where possible)
- Craft two to five strong body paragraphs with supporting details, data or research helps to back up your points.
- Embed quotes from key stakeholders in the business and also consider adding quotes from third parties where needed. Make sure the quotes are from relevant people in the business.
- Write boilerplate copy
- Always include imagery or video attached (and always reference who is pictured within the editors notes)

## Writing Successful Press Releases

# So what should it include? (Structure)

- Always include a logo at the top
- Specify if it's for 'Immediate Release' or 'Embargo'
- Specify the date within the first paragraph
- Include links where relevant (Brand link to homepage + any relevant product, category pages or supporting content within the body)
- Always write 'Ends' when the main body of content is finished
- Include clear CTA at the end of your press release with contact information including phone number, email and link to relevant page on the website – relevant to the story (eg if it's about a new service, contact the correct department)
- Always ensure it is roughly 1 page long for a news piece
- Keep concise and to the point



# Media List Creation + Outreach

# What are media lists?

Media lists are comprehensive directories or databases that contain information about media contacts and outlets. **It's essentially a contact list to send your content to.**

- Often databases are paid for but press lists can be created manually over time.
- Effective use of media lists can significantly enhance the visibility and impact of a PR campaign.
- Building and maintaining an up-to-date media list requires research and regular updates.
- Some companies choose to create their own media lists, while others subscribe to services that provide access to comprehensive and updated media databases.

# What are media lists?

Media Lists typically include:

- **Contact Information:** Names, email addresses, phone numbers, and social media handles of journalists, editors, producers, and influencers.
- **Media Outlet Details:** Information about newspapers, magazines, television and radio stations, online publications, and blogs, including their focus areas, audience demographics, and geographic reach.
- **Specialisation:** Topics or beats that journalists or influencers specialise in, such as technology, health, fashion, sports, or entertainment.
- **Preferences:** How and when these contacts prefer to receive information, whether they prefer press releases, pitches, or multimedia content, and their deadlines.
- **Personal Information:** It's good to record conversations you have so you can pick these back up when you next reach out.



# How do you go about creating one? (For Free)

Whilst most larger businesses and PR agencies will use paid services to access large media databases and create lists within the platform itself, but there are ways to do it manually – but it just takes time!

**Here are some key places to look:**

- **LinkedIn** – search for the publication of interest and locate the journalist of interest for your story. (For example: Lifestyle Writer for The Metro) It will be limited in regard to what contact information is available, but at worst you can reach out to them via LinkedIn directly.
- **Publication websites** - Often Publications will have a contact us page on their website or submission page, these tend to be more generic contact emails but it's a good place to start as often you will be directed to the most relevant journalist.
- **Twitter** – Twitter is still a key tool for finding journalists especially using the #journorequests. Connect with them and send them a direct message.
- **Print Magazines & Newspapers** – Journalists contact details can often be found in the first few pages of a magazine, or at the top of the article for most newspapers

# Knowing who to put into your media list

One of the most key things about PR is relevance. Ensuring you understand the types of editors/journalists and who is the best person to place your story. Some key tips:

- It's very dependent on the angle and the type of story.
- Generic email addresses tend to have less success rate – so always try and find a specific email where possible.
- Editors are generally harder to pitch to if it's a large publication such as The Independent, so look for sub-editors or writers.
- Often many freelancers work across a wide range of publications – these are hard to find but good contacts to have as often they'll place your story in more than one magazine.
- Publishing Houses – many of the major publications are owned by a publishing house which may have multiple different titles. This means again that you may be featured in more than one, so be aware of this.

-

# How to pitch / outreach your story

The main three ways to pitch a story is via paid distribution tools , direct email/phone or in person (desk sides)

When sending to various contacts via email – you must always BCC in the other journalists due to GDPR – plus you don't want them seeing who else you're sending to.

The main rule is to ensure you include:

- **A friendly introduction (make it personal if possible)**
- **A brief overview of the story**
- **Press Release copy and imagery within the email itself**
- **Attach a copy of the images and press release**

## PR outreach email template

*Hi [first name],*

*My name is [your name], and I am the [position, company]. You might remember connecting about [reason] in the past.*

*As an avid reader of [outlet name], I have recently found your article on [topic] and really enjoyed it. I thought it was filled with great insights, especially [one insight in particular].*

*If you're ever interested in [diving deeper into it/covering a similar topic] or receiving expert commentary on the [broader topic] as a whole, [I have/I work with company/individual that has] recently [done something newsworthy]. You can learn more about it in the latest press release: [link].*

# Top Tips for pitching

- Find the journalist's/editor's first name and address them personally
- Mention something you saw them tweet about
- Compliment/share your thoughts on a recent article they published
- Mention a mutual connection

### • **Relationship Building is Key**

Understanding the journalist, what they write about, and how you can help them will go a long way to getting your story placed. You need to build and nurture your relationships with journalists. In doing so, you'll build a robust, trusted contact list for when you want to land your story.



# Media Monitoring + Metrics

# What is Media Monitoring?

**Media monitoring for Public Relations (PR) is the process of systematically tracking, observing, and analysing media content across various platforms** to understand how a brand, organization, event, or topic is being portrayed and discussed.

This includes monitoring newspapers, magazines, television, radio, online news sites, blogs, social media platforms, and sometimes even podcasts and forums.

# Benefits of media monitoring

- 1 Real-time tracking of brand mentions / your article being placed so you can react
- 2 Brand reputation Management – (detection of early crisis comms situation) keeping an eye on what's being said in the media about the business
- 3 Competitor Analysis / monitoring
- 4 Trend spotting and opportunity identification

# Free Tools to Track Mentions / Coverage

**Google** – simply searching and filtering by date – also using the ‘news’ section to filter through results

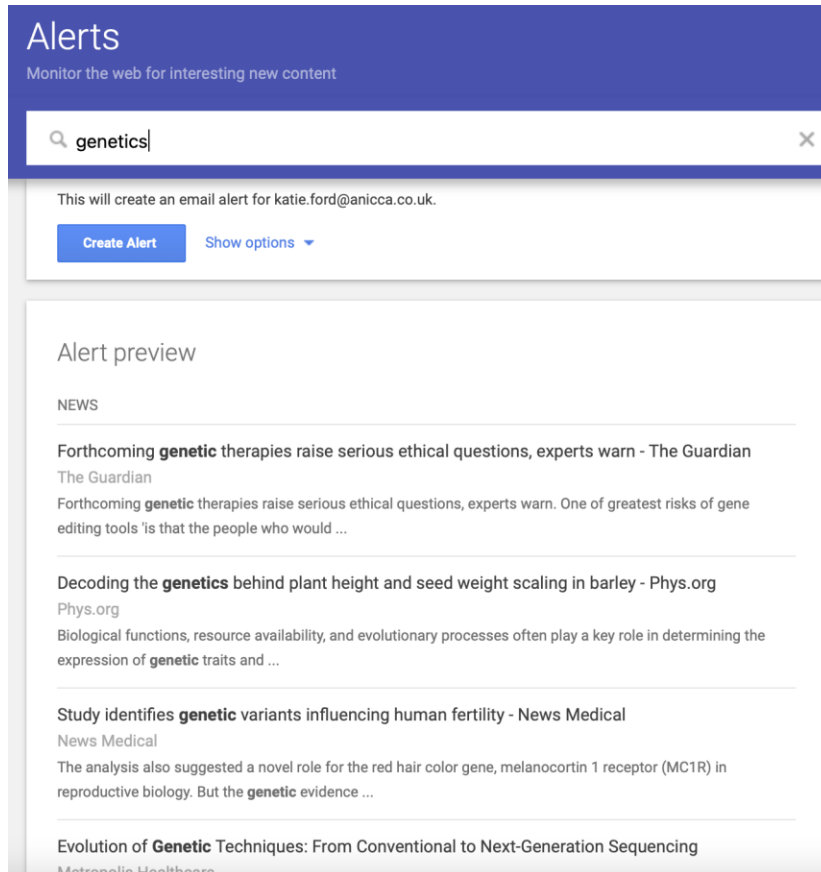
**Google Alerts** – a free tool where you can monitor any keywords, you’ll get regular emails with notifications of new mentions. <https://www.google.co.uk/alerts>

**Talkwalker Alerts** – <https://www.talkwalker.com/alerts>

**Mention** - <https://mention.com> (Free 14 day trial)



# Google Alerts Examples



**Alerts**  
Monitor the web for interesting new content

Search:

This will create an email alert for katie.ford@anicca.co.uk.

[Create Alert](#) [Show options](#)

**Alert preview**

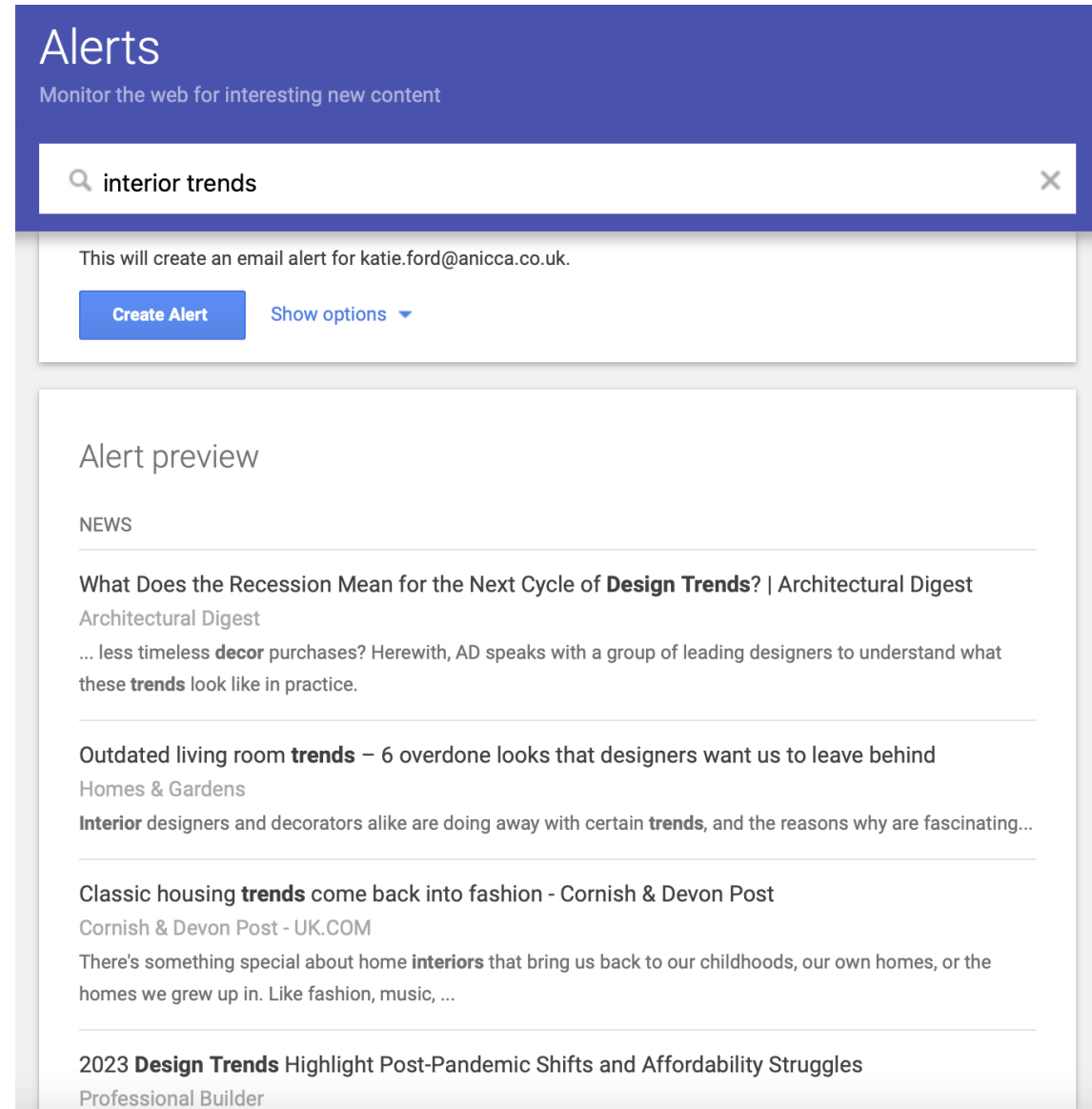
**NEWS**

**Forthcoming genetic therapies raise serious ethical questions, experts warn - The Guardian**  
The Guardian  
Forthcoming genetic therapies raise serious ethical questions, experts warn. One of greatest risks of gene editing tools 'is that the people who would ...

**Decoding the genetics behind plant height and seed weight scaling in barley - Phys.org**  
Phys.org  
Biological functions, resource availability, and evolutionary processes often play a key role in determining the expression of genetic traits and ...

**Study identifies genetic variants influencing human fertility - News Medical**  
News Medical  
The analysis also suggested a novel role for the red hair color gene, melanocortin 1 receptor (MC1R) in reproductive biology. But the genetic evidence ...

**Evolution of Genetic Techniques: From Conventional to Next-Generation Sequencing**  
Metropolis Healthcare



**Alerts**  
Monitor the web for interesting new content

Search:

This will create an email alert for katie.ford@anicca.co.uk.

[Create Alert](#) [Show options](#)

**Alert preview**

**NEWS**

**What Does the Recession Mean for the Next Cycle of Design Trends? | Architectural Digest**  
Architectural Digest  
... less timeless **decor** purchases? Herewith, AD speaks with a group of leading designers to understand what these **trends** look like in practice.

**Outdated living room trends – 6 overdone looks that designers want us to leave behind**  
Homes & Gardens  
**Interior** designers and decorators alike are doing away with certain **trends**, and the reasons why are fascinating...

**Classic housing trends come back into fashion - Cornish & Devon Post**  
Cornish & Devon Post - UK.COM  
There's something special about home **interiors** that bring us back to our childhoods, our own homes, or the homes we grew up in. Like fashion, music, ...

**2023 Design Trends Highlight Post-Pandemic Shifts and Affordability Struggles**  
Professional Builder

# Best Paid Tools to Track Mentions / Coverage

**Meltwater:** <https://www.meltwater.com/>

Meltwater specialises in media monitoring and social media tracking, offering insights into how brands are discussed across global media outlets and social platforms.

**Cision Communications Cloud**

<https://www.cision.com/>

The Cision Communications Cloud provides extensive media monitoring capabilities, including print, online, social media, and broadcast, with global coverage.

**Brandwatch**

<https://www.brandwatch.com/>

Brandwatch offers digital consumer intelligence by monitoring online conversations across social networks, news websites, blogs, forums, and more.

# Types of PR Metrics to report on

### 1. Media Coverage Quantity and Quality:

1. **Volume:** The total number of media mentions or pieces of coverage.
2. **Reach:** Estimated audience size exposed to the coverage.
3. **Sentiment Analysis:** The tone of the media coverage (positive, neutral, negative).
4. **Share of Voice:** Comparison of your media coverage volume against competitors.

### 2. Media Coverage Type and Distribution:

1. **Media Outlet Tier:** Classification of coverage by the prestige or influence of the media outlets (tier 1 being top-tier publications, etc.).
2. **Geographic Distribution:** Where the coverage is happening, important for global brands or those targeting specific regions.
3. **Media Types:** Distribution across different types of media (print, online, broadcast, social media).
4. **Domain Authority of publications**

# Metrics + Reporting

### 3. Engagement Metrics:

1. **Social Media Shares and Comments:** How often your PR content or media mentions are shared or commented on across social media platforms.
2. **Website Traffic:** Increase in visits to your website attributed to PR efforts, measured through referral traffic from media coverage.
3. **Engagement Rate:** The level of interaction (likes, shares, comments) with your content on social media.

### 4. Influence and Authority:

1. **Key Message Inclusion:** How frequently your organization's key messages are included in media coverage.
2. **Influencer Mentions:** Coverage or mentions by influencers or key opinion leaders in your industry.
3. **Authority Links:** The number of backlinks from authoritative news sites to your website, enhancing SEO.

### 5. Outcomes and Conversions:

1. **Lead Generation:** The number of leads or inquiries generated as a direct result of PR activities.
2. **Sales Impact:** Any measurable impact on sales that can be directly attributed to PR campaigns.
3. **Brand Awareness and Perception:** Changes in brand awareness, perception, or sentiment before and after a PR campaign, often measured through surveys or social listening tools.



Webinar

**Thank you!**

Amy Hayward-Paine, PR Account Director and Ebony Hutt, PR Account Manager – February 2024