

A control room with multiple monitors displaying various video feeds and data. The room is dimly lit with a red ambient light. A large red speech bubble is overlaid on the right side of the image, containing the text:

**EVERYTHING
YOU NEED TO
KNOW ABOUT
DIGITAL MEDIA
RELATIONS**

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RESULTS

WHY DIGITAL MEDIA RELATIONS?

GET FOUND

The words you say attract customers and talent who share your values. Take those words to your website, LinkedIn and the publications they read. They end up finding your solution on Google as opposed to a solution on Google.

MEDIA RELATIONS

DMR identifies media professionals who cover your industry. They want to hear about your latest news. Give it to them! The stories appear at the top of Google results when customers search with your keywords.

VALUABLE RESULTS

Do you need or want hundreds of customers with one-off contracts? Probably not. You're likely after a dozen trustworthy, stable and diversified long-term partners. DMR ensures those who most need your solutions find you, choose you and call you.



HOW ARE YOU NEW OR DIFFERENT?

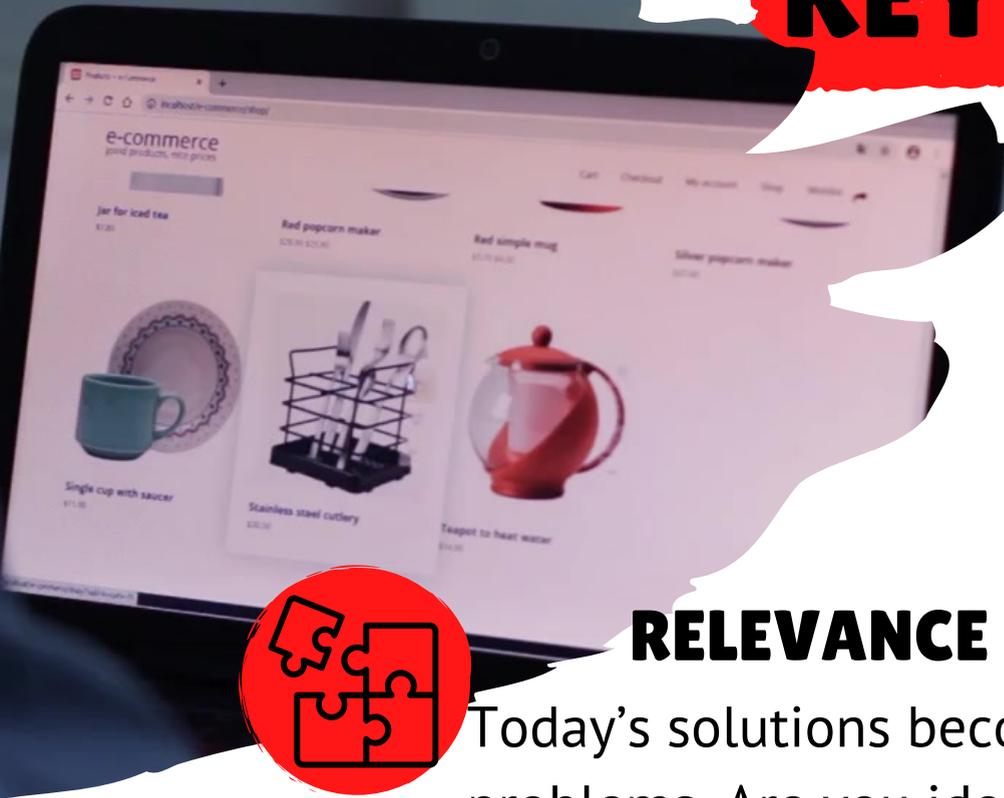


STORY

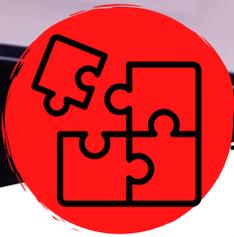
How do you talk about the problems you solve? Pay attention to the words you use. Do you manufacture high-quality products and service them with white gloves? Do you advance your industry with a new process?

Customers and employees you've never met are searching for you online. Let them find you! Weave the words you say naturally into your website, LinkedIn and in industry news outlets.

KEY FACTORS

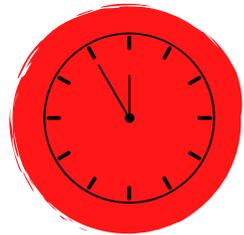


RELEVANCE



Today's solutions become tomorrow's problems. Are you identifying and solving them? Your customers and employees are dying to know.

TIMELINESS



News websites favor fresh stories. Let your customers and talent know about your latest developments. Get your solutions known before anyone else can copy you.

5

ATTENTION

Your customers give you .05 seconds to decide how they feel about you. Grab them with compelling content that offers non-obvious solutions to obvious problems.

SET YOURSELF UP FOR SUCCESS. POINT ALL PATHS TO YOUR WEBSITE.

DIGITAL

SEARCH

Search Google with words in your industry to learn where the conversations occur. Follow publications and reporters who cover your market on LinkedIn, as well as subscribing to their online newsletters.

COLLECT

Gather as much information as you can. The language your industry uses. The descriptions of products, services and industry trends. The problems crying out for your solution.

USE

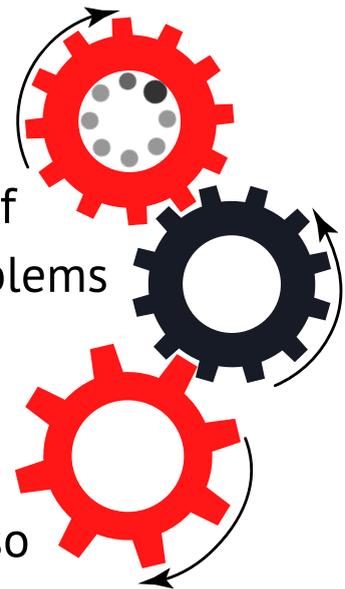
Start with an inspiring video of your process on your website. Inject your keywords throughout your pages so they match the language of your customers. Spread those words on your Google Business profile and on LinkedIn.

CONNECTIONS

Regularly post valuable updates about your company. Avoid obvious posts like “You Got This!” You create your network as you grow.

Connect with journalists and influencers. Like and comment on their posts. Your tribe reveals a lot about you.

Preparing your website for the customers you want leads to increased sales on its own.



YOU'RE READY TO PULL CUSTOMERS IN. NOW REACH OUT.

PROCESS

The words you say attract customers and talent who share your values. Take those words to your website, LinkedIn and the publications they read. They end up finding your solution on Google as opposed to a solution on Google.

SENDING

PERSONALIZE

Reporters smell form letters and mail merges. Address your contacts by name. Mention a fact or two that demonstrates you researched and understand their storytelling needs. Serious media professionals don't read press releases blasted on Potemkin wire services.

RESEARCH CONTACTS

Different outlets and journalists offer different contact methods. Some provide preferred emails, others want something particular in the subject line. Research before hitting send. You want to create connections and not close doors.



RELATIONS

YOUR FIRST EMAIL LIKELY WON'T GENERATE A RESPONSE. YOU WILL NEED TO CALL AND WRITE A COUPLE OF MORE TIMES. RECORD YOUR INTERACTIONS IN DETAIL SO THAT YOU ALWAYS ADD MORE VALUE WHEN YOU REACH OUT AGAIN.

HURRY UP & WAIT

Media professionals who matter receive hundreds of requests every day. Write to them again in a day or two if you receive no response. Your first message likely went straight to their spam folder.

A WEEK LATER

Call them. You will get a clear answer. The worst they can say is no. If they say no, ask why. They will often give you valuable feedback. They will also appreciate your persistence. Don't pester them daily though. They will block you.

REJECTED?

ReTime to re-evaluate. Does your message truly add value to your category, or is it ego-driven self-promotion? Reworking and honing your story and its impact holds the key to reaching your super-consumers.

PREPARATION!



HOW DO YOU PREPARE ONCE YOU LAND A SPOT ON A PODCAST, IN AN ONLINE INDUSTRY PUBLICATION OR A LIVE MICROPHONE INTERVIEW FOR RADIO OR TV?

PREPARE TALKING POINTS

Relate your story to the audience and how they benefit from listening to you. Yes and No answers won't cut it. Practice but don't overthink. Authenticity sells.

DO YOUR HOMEWORK

Know the personality with whom you are talking. Research their style, station and audience. What do the hosts wear? Is it a fast-paced format to touch surface topics or more cerebral to explore issues in-depth? Appeal to the audience and connect with the host and platform.

ALERT ON SOCIAL

Tease your social media followers or newsletter subscribers in advance. Post a link to the clip once it becomes available.



DURING THE INTERVIEW



BE YOURSELF

Keep your top three bullet points in front of you, but don't write out your answers. It's a conversation. Not an inquisition.

If on camera, avoid looking washed out by applying a little makeup. Wear your company apparel. Speak slowly and clearly. Lastly, don't forget you own the interview with knowledge nobody else has.

DOCUMENT THE EXPERIENCE

Always take pictures and videos with the host and others during and following the interview. They are perfect for social posts. Over time you'll compile a catalog of your digital media for different uses.



FOLLOW THROUGH



THANK THE PEOPLE WHO FEATURED YOU

A thank-you letter mailed the old-fashioned way works best. Have you ever grown angry because someone sent a note to thank you for something you did for them?



SHARE YOUR INFORMATION WITH THE WORLD

When your feature is posted, make sure to share it on your company website and social channels. It's never a bad idea to publicly thank and tag those who provided you with a platform on LinkedIn.



STAY CURRENT

You planted your anchor story. It's the introduction to your book. Now write the rest of it. Regularly update your customers on your new products and services, how they benefit from them and how you advance your category. Regular posts keep you relevant.



CELEBRATE!!

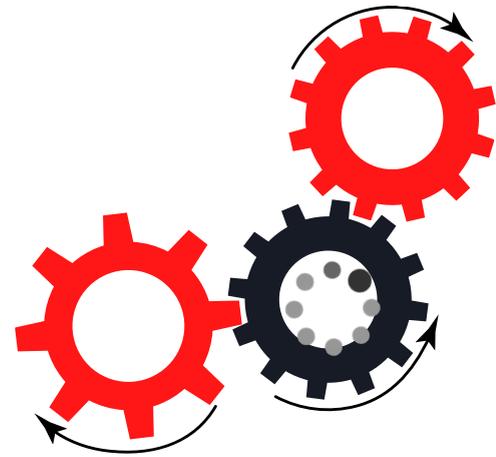
YOU GOT FEATURED IN THE NEWS MEDIA!

CONGRATULATIONS!

YOUR RESULTS

TRACK

Pay attention to who visits your page with tools like Google Analytics. You'll start to understand your customer better when you see where they come from. How long they stay. Which pages they view the most.



GET BACK TO WORK!

You need to touch your customers a minimum of 10 times before they start paying attention to you. The more Digital Media Relations activities in which you engage, the closer you come to the magic number.

You don't want to turn prospects into customers with one message. Those relationships never last. It's to ensure you are at the top of their mind when they need something from your category.

It leads to long-term partnerships in which trust buckets stay full and say/do ratios remain at 100%.

**CONGRATULATIONS! YOUR
BEST CUSTOMERS AND TALENT
CAN NOW FIND YOU WHEN
THEY NEED YOU!**

Call **DYS Media** at **(616) 298-8798** or email us at **yourfriends@dysmediarelations.com** to start your Digital Media Relations journey today!

