

Ten Top Tips for securing powerful, free, media coverage

John Warburton

jwcpr.com

1. The media – three types

- Owned
 - Paid
- Earned

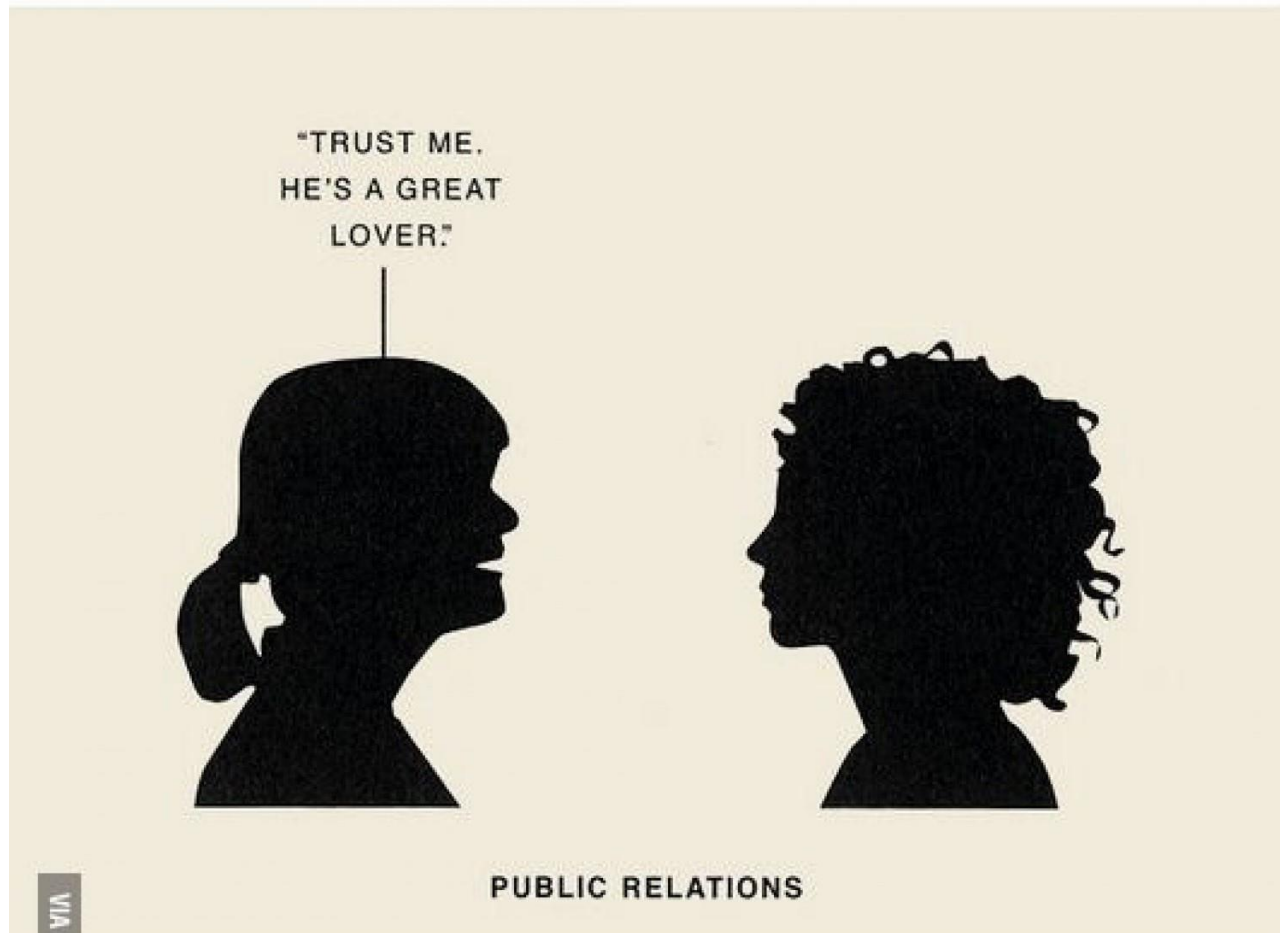
Owned media



Paid media



Earned media



1. The most powerful media is EARNED



AQuarterOf.co.uk

JWC

THE CHALLENGE

www.AQuarterOf.co.uk are the original retro sweetshop and brought in jwc to raise their profile and increase sales in an increasingly competitive marketplace.

THE INSPIRATION

As the brand identity is fun and centred around nostalgia – jumpers for goalposts etc – we had an idea that sending sweets to comedian Peter Kay – whose act has a similar theme – could be worth a shot.

THE SOLUTION

We put together a giant hamper of sweets for Peter Kay and had it delivered to his home. And then we waited. And what happened next blew us away...

THE RESULT

Days later Peter Kay visited the website and bought an identical hamper having it delivered to Take That star Gary Barlow, the day before an X Factor final.

Gary Barlow loved it so much he took a photo and tweeted it along with a link to his million-strong following.

This drove 15,000 fans to the site. We followed up with press securing page leads in the Mirror and the Metro.

Traffic continued to grow, giving the brand huge recognition and the best Christmas sales they have experienced in ten years of trading.

In all 27 pieces of coverage and an appearance on ITV1's Alan Titchmarsh show.

“Probably the best PR professional we have ever worked with.”

Michael Parker, founder, www.AQuarterOf.co.uk

jwCpr



2. Why do you need this publicity?

- Reputation management
- Something gone wrong and you need people to know it's been put right
- Setting up a paper trail
- Create self as attractive prospect to staff and investors
- Grow awareness of brand, product or service

3. Decide your audience?

- Who are we talking to?

4. Now you can select the right outlets for you

- Trade magazines/Trade shows/National media/Radio/TV – placements or niche blogger
- **Know the lead times and correct contact**
- Ask for a Forward features list

5. Identify your news stories

- Every business has newsworthy stories
- **Yes including yours**

6. Think about it...

- Client account win
- New hires
- Expansions
- Partnerships
- New product or service launch
- Innovation
- Award nominations and wins
- Key dates in calendar

7. Create your own news

- Charity work
- Competitions
- Give talks
- Hold events
- Newsjacking (careful!)
- Be an expert
- Tie in to cultural events

Bad!!!



Worse!



8. Create a calendar

- Know your outlets, your contact, your news and importantly the lead times
- Creating a campaign
- Monthly before weekly, before daily and online, finally owned media

9. Think Photos

- Always
- Always
- Always

10. Send it out there

- Distribute the news
- Press release – template available
- Social Media pitch as well
- Earned before owned
- Do it differently - Stewardsons

STEWARDSONS

JWC

THE CHALLENGE

Broadcast the good work being done by an ethical property developer intent on creating sustainable housing and revitalising communities.

THE INSPIRATION

We approached their local MP James Morris, to act as an advocate for the business. He was so impressed he resolved to mention them in Parliament as an 'Outstanding example of local innovation.'

THE SOLUTION

Capitalise on the MP's support to generate press in The Times, Guardian, Mirror and use these as credentials to support award entries.

Stewardson Developments went on to win a raft of national titles raising their profile enormously.

THE RESULT

£2.3million investment from Lloyds TSB, to ensure sustainability of properties. And healthy on-going relationships with key sector journalists.



jwcp

Ten Top Tips for securing free media coverage

John Warburton

jwcpr.com