

DO YOU HAVE ANYTHING WORTHY OF MEDIA COVERAGE?

START

WILL SOMETHING BE HAPPENING SOON WITH YOUR COMPANY?

YES

IS IT SIGNIFICANT FOR THE INDUSTRY YOU ARE IN?

YES

IS THIS NEWS SIGNIFICANT BEYOND YOUR INDUSTRY AND WILL IT HAVE AN IMPACT ON A BROADER AUDIENCE?

YES

GREAT! YOU LIKELY HAVE NEWS WORTHY OF PRESS RELEASE, A PITCH TO MEDIA OUTLETS BEYOND YOUR TRADE FOCUS, AND SOME GOOD CONTENT TO SHARE ON YOUR SOCIAL CHANNELS, NEWSLETTERS, AND OTHER MARKETING VEHICLES.

FANTASTIC. YOU'RE LIKELY AN IDEAL CANDIDATE FOR BYLINED ARTICLES IN MEDIA OUTLETS THAT USE CONTRIBUTORS OR FOR TV OUTLETS THAT USE "EXPERTS" ON AIR. RESEARCH TARGET MEDIA OUTLETS AND DETERMINE IF THEY USE CONTRIBUTED CONTENT OR HAVE CONSISTENT EXPERTS. THEN, START BACK AT THE TOP OF THIS FLOW CHART TO DETERMINE HOW YOU CAN MAKE SOMETHING COOL HAPPEN SINCE YOU'RE ALREADY AHEAD OF THE GAME BEING A NEAT COMPANY.

NO

YOUR TIDBIT OF NEWS MIGHT BE BEST ON A BLOG OR SOCIAL MEDIA POST.

NO

YOU LIKELY HAVE NEWS YOU CAN PITCH TO TRADE MEDIA OUTLETS. CONSIDER USING THE NEWS IN YOUR SOCIAL CHANNELS, NEWSLETTERS, AND OTHER MARKETING VEHICLES, INCLUDING SALES MATERIAL.

ARE YOU ATTENDING A SIGNIFICANT TRADE SHOW/CONFERENCE?

YES

MEDIA OUTLETS, EITHER TRADE OR BROADER ONES, WILL LIKELY BE THERE. CONTACT THE ORGANIZERS TO ASK FOR THE ATTENDING LIST AND PITCH THE MEDIA CONTACTS TO MEET WITH YOU OR VISIT YOUR BOOTH.

NO

IS YOUR COMPANY COOL, DISTINCT FROM COMPETITORS, AND REMARKABLE?

YES

ARE YOU A DOMINANT PLAYER OR LEGIT THOUGHT LEADER IN YOUR SPACE?

YES

NO

PR IS NOT A TOOL THAT'S LIKELY TO HELP DISTINGUISH YOU FROM YOUR COMPETITORS OR GIVE YOU A LEG UP IN THE MARKETPLACE. CONSIDER LOOKING AT HOW AND WHAT YOU CAN DO TO MAKE YOUR COMPANY STAND OUT AND START AGAIN AT THE TOP OF THIS CHART.

NOT YET

&

DO YOU ANTICIPATE HAVING NEWS IN THE NEXT 6 MONTHS?

NO

CONSIDER PITCHING EVERGREEN (NON TIMELY) OR TREND TOPICS WHERE YOUR COMPANY CAN GET MENTIONED IN.

YES

LUCKY YOU! YOU HAVE TIME TO PREP YOUR MEDIA CONTACTS, THE PITCH, AND FIGURE OUT YOUR DEADLINES FOR DOING A RELEASE. START BACK AT THE TOP OF THIS FLOW CHART TO DETERMINE WHAT OUTLETS TO PURSUE.

UNSURE

YOU LIKELY DO NOT HAVE SOMETHING REMARKABLE THAT MEDIA WOULD BE INTERESTED IN