

PROVEN PR STRATEGIES TO KICKSTART YOUR BRAND



STRATEGY 1: MEDIA RELATIONS KEY POINTS + CASE STUDY

by
Agent99



2x Winner: Boutique PR Consultancy of the Year
National PRIA Golden Target Awards 2019
NSW PRIA Golden Target Awards 2019



Strategy 1: Media relations

Media relations and earned media is absolutely our bread and butter as an agency. We do that for 60%-70% of our clients, achieving high-impact visibility for their brand through media channels.

The last few months have been understandably challenging to achieve cut through and it's not just COVID-19, that has made it a challenge to achieve cut through. Natural disasters & civil unrest have made massive global headlines, dominating news cycles and disrupting the flow of information from brands to its audiences.

As an agency, we had to pivot our plans, and below are our **top proven strategies** that delivered impressive, and more importantly **successful results** for our clients.

In addition, we've included a **case study** from one of our clients on how we were able to leverage media relations (despite these challenges) to produce an excellent outcome.

How to Achieve Cut Through Using Media Relations:



1. Be Sensitive to the Current Climate

A number of our clients during this time went ahead with their communications plans. However, what we found was that we had to **be really sensitive to the climate**. We couldn't be tone deaf, ignorant, and try to achieve the same level of awareness for our clients through media channels, because that just wasn't going to possible in this troubled climate.

We did have a number of clients that could **add value to the narrative** and so we advised them and worked with them to assist journalists during this time to deliver the critical information that they needed. However, we parked a lot of their proactive pre planned approaches and their commercial messaging because it just wasn't appropriate to do that at the time.

So, it's really important in any crisis, and in fact during any time, as you need to **be really aware of what's going on in the media and also what is going on in your own sector**. You need to look at how you can **join the conversation, and judge sensibly when you truly have a voice to add or should stay quieter as a brand**. Most of all, **in any situation, not being tone deaf is really critical to success**.

We have started seeing issues settle down more recently and media is certainly more and more interested in stories outside of COVID. So, we are achieving cut through once again for our clients, and it is a good time to get your brand story out there.



2. No News? Create It.

What happens if your brand doesn't have any news to share? During any time, we see this across a number of brands that we work with. It's very common. It's actually a rare moment when something really is highly newsworthy.

So, what do we do in that instance and what can you do? As a brand, you **simply create it!** It's about **finding the right external or internal hooks that allow you to add your own key messaging and calls to action.** Here are some examples...



3. Market Research

This is really key particularly in the B2B space when creating thought leadership. **Knowing what consumers think or your sector thinks about different topical issues in the market is really important to create some strong news hooks.**

We do that in a cost-effective way, and you can too. It's really down to **asking the right questions and obtaining the right market research** and if you are thinking that it's going to take you months, think again. With the right partners, you can achieve this quickly and turn it around within a couple of weeks and have these **research angles that can be drip fed for months.**



4. Leveraging National Days

You can also leverage a national day. For example, June 13 this year was World Gin Day and Agent99 works with a gin brand, so we used that as a **platform to launch a new product** for this client. There is a world day for almost everything. World Product Day was in late May and we used this occasion for one of our clients which was superb, **achieving some incredible coverage in the likes of Daily Mail with a massive global reach.**

So, national days are simply fantastic! For thought leaders, authors and speakers it's **really important to be that trusted expert in your space, particularly during key dates/seasons for your sector.** Offering your observations or what's happening in your field via email to key journalists and building those relationships is an **excellent way to get your message across and become that trusted go-to expert.**



5. Offering Value

What is really important when it comes to media relations (that brands often forget) is that it's about offering media and their audiences value: **What's in it for them?** Don't just think about a message that benefits you. What is that piece of information that is going to add a lot of weight to their stories but will ultimately give you a platform to showcase your expertise, to be that brand that's delivering that news, with a purpose.

Key Takeaways:



1. Be Sensitive to the Current Climate

- Don't be tone deaf
- Be aware of what's going on in your sector
- Add to the narrative if appropriate and if you can add value



2. No News? Create It

- Find the right hooks to create a platform for your key messaging



3. Market Research

- Knowing what consumers think on relevant issues in your field is important to create strong news angles
- Ask the right questions during the research phase
- Research collation can be executed and utilised within a couple of weeks & can last you for months



4. Leveraging National Days

- Identifying relevant National or World Days that tie into your brand is critical
- Using this as a platform to launch new products, can be highly successful
- Offer observations within your area of expertise during key dates/seasons to get your message across & position yourself as a trusted go-to expert



5. Offering value

- Always keep in mind 'what's in it for them' both in terms of media and their audience
- Identify the information that will add weight to their story and provide you with a platform to showcase expertise



Contact Sharon, Director & Founder, Agent99

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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Case Study: Lloyd Edge, Buyer's Agent & Author

One of our clients that we have worked with in a media relations capacity over the last few months is Property Expert & Buyer's Agent, Lloyd Edge. Now you couldn't have asked for worse timing. He was launching a new property book on the first of April.

You can imagine how challenging that would have been launching a book during that time, during the height of COVID-19. Our original strategy was absolutely in disarray. There was no way we could have done what we planned on doing.

We had to pivot and offer expertise with no agenda. And what does that mean? During the height of COVID-19, there were a lot of property writers really needing some information and quickly. So, we used Lloyd to **offer that information to them and a timely manner, build that trust, offer on a platform for him to speak to media without any commercial messaging.**

With that in mind, he really **built relationships during a key period** and it allowed him down the track to actually **achieve the cut through with his own commercial messaging.**

As a result of over a couple of months, he has achieved **over 25 articles** and a lot of it profiling him, talking about the book and as a result he is now listed as a **#1 Best Seller for Property on Amazon.**

So, even at the worst of it you can certainly achieve cut through and do a great job! It's just knowing how to time your messages.

Key takeaways:

- Offer information in a timely manner
- Build trust
- Offer a platform to speak to the media without any commercial messaging
- Building relationships with media to then provide commercial messaging
- Position yourself as an expert through relations

