



# 10 PROVEN TIPS FOR MEDIA PITCHING IN THE DIGITAL AGE

Key strategies for successful PR campaigns.



### **1: Customize Press Releases to Be As Publishable As Possible.**

One of the most frequent complaints that editors express is that releases are off-topic to their interests. Some print editors prefer to cut and paste directly from press materials, and all appreciate releases with complete information written from their editorial point-of-view. Even pitches that have relevance and direct impact often omit important information or are slanted somewhat out of focus. Many editors complain that, while releases are often loosely relevant to their editorial agendas, the main focus is off-topic to their interests, leaving them to conduct their own research. Other times, a release's relevance is so hidden that it's ignored.

### **2: Be Familiar with Your Client, Their Products, Industry, and Any Technical Terminology.**

Editors are experts, so it's important to have a full understanding of what you are pitching so you can provide the information they need. That means knowing a lot about your client, their industry, products, competition, and the markets they serve. Technical language should also be used properly and effectively.

### **3: Deliver Press Materials in the Appropriate Format and Method.**

Most editors prefer news releases to be sent electronically with copy pasted directly into the e-mail. Others prefer document attachments, and a very select few prefer telephone pitches. Find out how your top-priority editors like to be contacted with releases. All editors find images helpful, but have varying preferences of how they would like to receive them (low-res, high-res, CDs, etc.). Because hi-res images absorb a lot of inbox memory, it's safest to include lo-res versions in the e-mail itself, with hi-res images readily available either by request or by link.

### **4: Be Immediately Identifiable and Available For Contact.**

Include release date, an informative "about" section, website address, and contact information (local, if possible) for your agency and client. Timely responses to editors' queries should be a top priority.

### **5: Localize Content.**

Many publications cover local news ONLY. Others are locally-focused. Regional restrictions aren't always immediately evident from publications' editorial agendas, so make sure pitches are relevant to those that serve local audiences only. Canadian publishers are particularly sensitive to U.S. releases with unclear Canadian tie-ins. At the very least, try to include a list of local product vendors in your release.

### **6: Content Should Be Substantive, Not Strictly Promotional.**

Good story pitches disguise product pushes in newsworthy and informative articles that are not overly self-congratulatory or blatantly advertising. What's more, try to connect your news content to a larger issue, cause or trend. New product releases, however, are often newsworthy enough in themselves for many publications to publish, particularly trade magazines. Always stay away from marketing speak, overt hype, and superlatives.

### **7: Press Releases Should Be Clear and Concise.**

Many editors prefer bulleted points or an introductory "potential applications" section for product releases. For lengthy pitches, include a concise and informative introductory synopsis. Try at all costs to avoid jargon and overuse of buzz words.

### **8: Coordinate Press Releases with Editorial Calendars.**

Clearly identify the release's relevancy to the editorial calendar and respect the publication's lead times. Many magazine production schedules demand release receipt two to four months ahead of the appropriate issue, and some require as much as six months' notice.

### **9: Strategically Craft E-Mail Subject Lines.**

To stand out in crowded inboxes, effective subject lines should be compelling and include client name, keywords, and the publication being addressed (especially if the recipient publishes more than one magazine). Many publications prefer subject lines to begin with the phrases "Press Release" or "For Publication." If possible, include some reference to the issue date that you are targeting. E-mailed releases should never be tagged as urgent.

### **10: Avoid Being Overbearing.**

While a select few editors are receptive to follow-up phone calls or e-mails, most find it highly annoying. If a follow-up is absolutely necessary, allow at least a week after the release date, and don't follow up more than once. Also, releases should be e-mailed very judiciously — too many e-mails from one agency, e.g., back-to-back e-mails sent at once or in a short period of time — makes editors less likely to respond.

#### **About Koroberi**

Koroberi, Inc. ([www.koroberi.com](http://www.koroberi.com)) is a full-service marketing firm serving the strategic, creative and tactical marketing needs of a diverse list of business-to-business clients. In addition to its marketing services, Koroberi also provides research and technical communications services to a range of global business-to-business industrial firms. The agency is based in Chapel Hill, North Carolina, adjacent to the state's Research Triangle Park area, with offices in Brooklyn, NY and Dexter, MI.