

6 Ways to Wring All the Value from Your Earned Media Coverage

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Often when I help clients earn media coverage by pitching stories to journalists, they are, of course, initially happy and even excited. To see the fruition of our work come to life in the form of a story in the news IS a thrill.

But what happens after that? Often, nothing.

When you've put a lot of effort into securing earned media coverage, it feels a little, shall we say, lacking, to share and celebrate only the day you see the piece – then stop there. Press coverage can help your brand gain visibility and increase credibility ... but not if no one sees it.

So, what can you do to get more value from the media placements you've worked so hard to earn? Here's how to leverage your earned media wins and wring all the value you can out of each one:

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