PR SECRETS EXPOSED

UNSTOPPABLE BRANDING AGENCY

Key Strategies for Unlocking Media Coverage That The Experts Keep Hidden

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Media Strategy & Guide

Media & Pitch Manual

Includes a pitch outline, examples of pitches, resources and contacts to pitch yourself for earned media.

Media & Pitch Resources

EXAMPLE PITCH HERE: CLICK HERE

HOW TO PITCH YOURSELF TO TIER MEDIA: CLICK HERE

1-PAGE PITCH

This can be used to provide potential speaking organizers or podcast hosts with a quick overview of your work.

INTERNATIONAL NEWS & MEDIA CONTACTS CLICK HERE

This is a cultivated list of every producer and publisher we have ever worked with, for national TV & Media, you can use this list to pitch yourself as a guest on their shows.

HARO CLICK HERE

Help a Reporter Out (HARO) connects journalists and bloggers with relevant expert sources to meet journalists' demanding deadlines and enable brands to tell their stories. HARO distributes more than 50,000 journalist queries from highly respected media outlets each year. You can login and find articles journalists are publishing and submit yourself as a contributor to their articles.

HARO connects journalists seeking expertise to include in their content with sources who have that expertise.

Media Kits Examples

PODCAST MEDIA KIT CLICK HERE

SPEAKERS MEDIA KIT CLICK HERE

Pitch Outline & Media Instruction

In today's fast-paced media landscape, it's more important than ever to have a solid understanding of how to pitch your company or story to journalists and media outlets. Whether you're an experienced PR professional or a small business owner looking to get your brand noticed, a well-crafted pitch can make all the difference in getting your message in front of the right people.

This media pitch outline will provide you with the tools and knowledge to effectively pitch your story to the media, including tips for crafting a compelling pitch, identifying the right media outlets, and following up with reporters and editors. With the help of this manual, you can increase your chances of getting media coverage for your brand or message and reaching a wider audience.

If you would like help with earned media, the UBA pitch team can do the work for you on a monthly retainer basis. Please reach out support@unstoppablebrandingagency.com to book a call to discuss options we have available.

Pitch Outline

I. Introduction

- Begin with a brief introduction of yourself and your company.
- Explain why you are contacting the media (e.g. to share news about your company)

II. Brief overview of your company

- Provide a brief overview of your company's history, mission, and key products or services.
- Highlight any unique or innovative aspects of your company.

III. News angle

- Explain the specific news angle that you are pitching to the media (e.g. a new product launch, a major partnership, a key milestone, etc.)
- Provide any relevant details or background information about the news angle.

IV. Benefits to the audience

- Explain why your news is important and relevant to the media's audience.
- Highlight any benefits or value that your company's news can bring to the audience (e.g. solving a problem, improving quality of life, etc.)

V. Expertise and availability

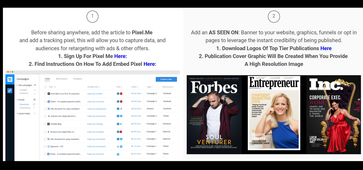
- Mention any experts or executives within your company who are available for interviews or quotes.
- Provide contact information and availability for scheduling interviews or follow-up conversations.

VI. Call to action

- Close with a clear call to action (e.g. "I would be happy to provide additional information or schedule an interview at your convenience")
- Thank the media for their time and consideration.

Remember to keep your pitch concise, clear, and tailored to the specific media outlet you are contacting. Make sure to follow up if you do not hear back within a reasonable amount of time, and be prepared to provide additional information or resources if requested.

4 Tips to Launch Your First Effective PR Campaign CLICK HERE



Congratulations on having an article published about your company! Here are some steps you can take on social media to amplify the reach of the article:

1.
Share the article on your company's social media accounts: Post the link to the article on your company's social media accounts, such as Twitter, Facebook, LinkedIn, and Instagram.

2.
Use relevant hashtags: Include relevant hashtags in your post to increase visibility and reach a larger audience. For example, if the article is about a new product launch, include hashtags such as #newproductlaunch, #productrelease, and #innovation.

3.
Tag the author and publication: Tag the author and publication in your post to show your appreciation for their work and to give them credit for the article. This can also increase the chances of the author and publication sharing your post with their followers.

4.
Create a quote graphic: Create a graphic that includes a quote from the article or a headline that captures the main point of the article. This can be shared on social media platforms like Instagram and Facebook, which are more visual in nature.

5.
Share the article with your employees: Encourage your employees to share the article on their personal social media accounts to increase reach and engagement.

6.
Engage with your audience: Respond to any comments or questions that your audience may have about the article. This shows that you are actively engaging with your audience and can also help to build a stronger relationship with them.

7.
Monitor the metrics: Keep track of the metrics for your social media posts, such as likes, shares, and comments. This can help you to gauge the success of your social media efforts and to adjust your strategy accordingly.

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