



RSNA[®] 2019



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— **TOGETHER**

WEBINAR

How to Get Earned Media: Using Your
RSNA Presence to Encourage Media
Attention

Sept. 18, 2019

CISION[®]

Today's Presenters



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Agenda

What is earned media?

And why it's important

How earned media fits in

How earned media fits into a multi-channel marketing plan

Audience-Centric Content

Learn the benefits of creating audience-centric content – especially for generating earned media

Ways to get earned media

Explore the different tactics used to garner earned media attention

Pitching the media

How to find media to pitch and best practices to use when pitching the media

An aerial view of a city skyline, likely New York City, with a white rectangular box in the center containing the text "What is Earned Media?". The background is a blue-tinted aerial photograph of a dense urban area with numerous skyscrapers. A prominent building in the upper left has "MetLife" written on its side. In the lower right, the silhouettes of two people are visible, looking out over the city. The overall image has a blue color cast.

What is Earned Media?

What is earned media?



DEFINITION:

Earned media is media activity related to a company that customers or journalists generate and is not directly generated by the company or its agents.



WHERE DOES EARNED MEDIA APPEAR?

Any publicity that is gained through avenues other than from the company itself (owned and paid channels) is earned media, such as:

- Word-of-mouth
- Social Sharing
- Product reviews
- Blog posts
- News coverage stories (Print, TV, Radio)

What is earned media?

An example

ADP National Employment Report

Every month, ADP releases a private sector employment report

Announcement originates from ADP:

<https://www.prnewswire.com/news-releases/adp-national-employment-report-private-sector-employment-increased-by--27-000-jobs-in-may-300862417.html>



NEWS COVERAGE:

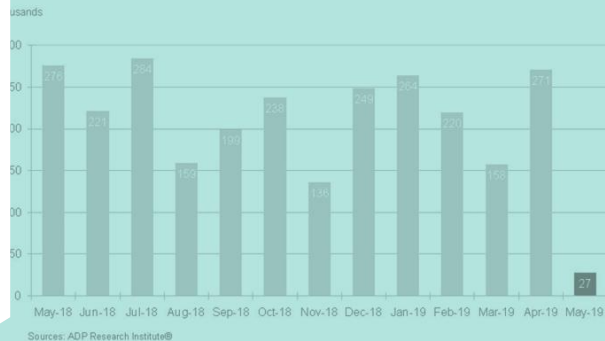
- [CBS News](#)
- [Bloomberg](#)
- [CNBC](#)



SOCIAL MENTIONS

- Hundreds of Twitter mentions with #ADPEmployment hashtag

Chart 1. Change in Total Nonfarm Private Employment



Always Designing
for People™

An aerial view of a city skyline, likely New York City, with a blue tint. A white rectangular box is centered on the image, containing the text "Why is Earned Media Important?". The background shows various skyscrapers, including one with "MetLife" on its side, and a body of water in the distance. The overall scene is viewed from an elevated perspective, possibly from a window or a high-rise building.

Why is Earned Media Important?

Why earned media is important



Consumers trust earned media more than owned media/branded sites and paid media, yet brands spend far more money on paid and owned media campaigns because [until now] they have not been able to attribute business value to earned media programs.



- Kevin Akeroyd, Cision CEO



BRAND EDUCATION

47% of buyers viewed 3-5 pieces of content before engaging with a sales rep



BRAND AWARENESS

Buyers that recognize a brand will think of that brand first when needs arise.



TRUST

Audiences view earned media as the most authentic form of marketing.



REACH PERSONAS

Products can be in front of desired personas as they read their favorite publications.

Sources: <https://www.hubspot.com/marketing-statistics>
<http://blog.inkhouse.com/must-have-b2b-programs-for-your-2019-pr-strategy>

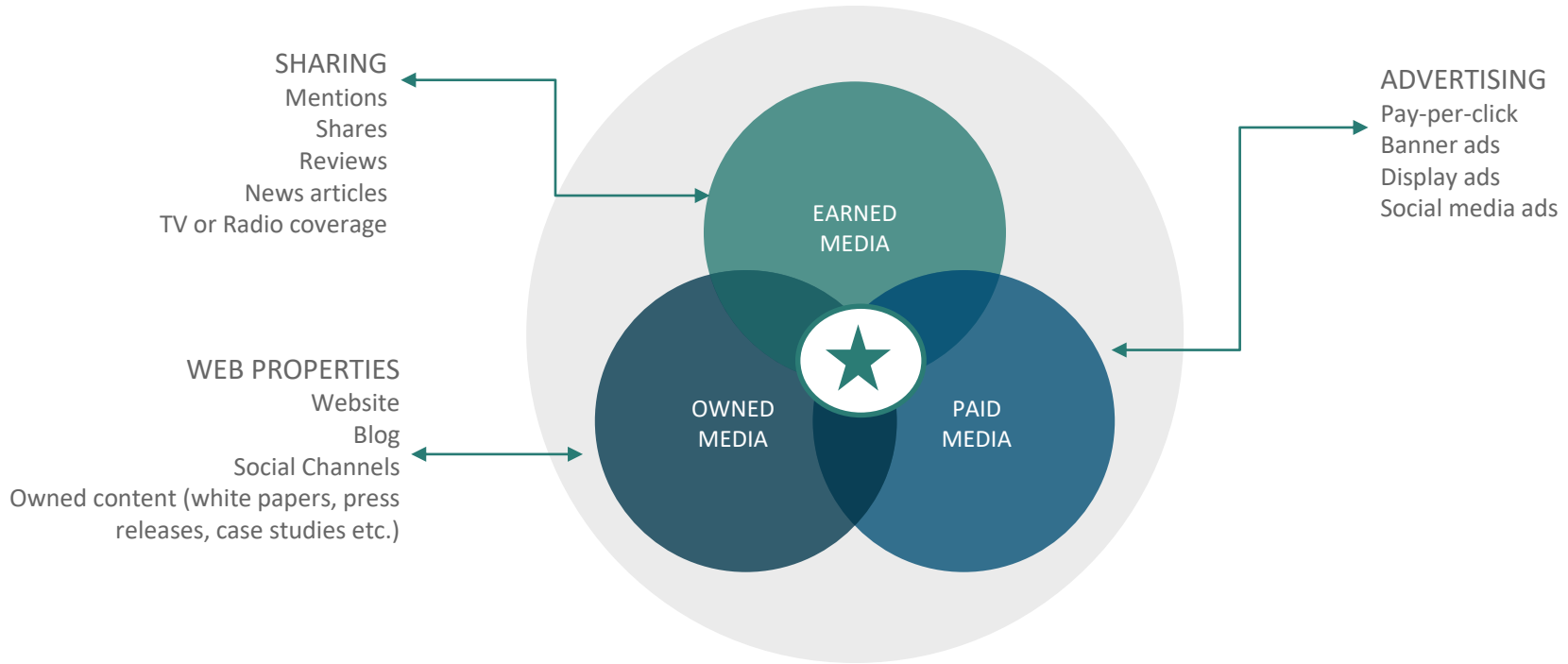


An aerial view of a city skyline, likely New York City, with a white rectangular box overlaid in the center. The box contains the text "Where Earned Media Fits in as a Marketing Channel". The background is a blue-tinted aerial view of a city with many skyscrapers. A prominent building in the background has "MetLife" written on it. In the foreground, there are silhouettes of people looking out over the city.

Where Earned Media Fits in as a Marketing Channel

Where Earned Media Fits in as a Channel

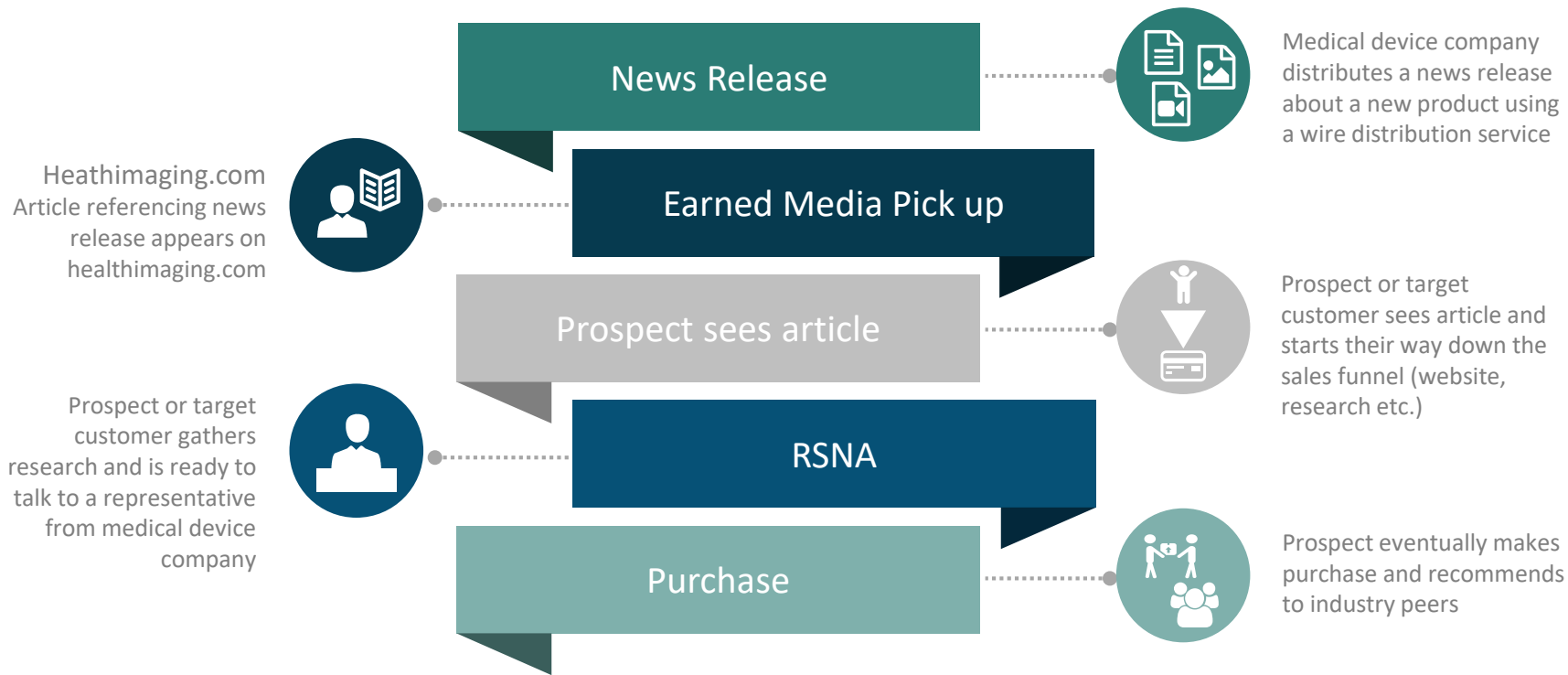
In a Multi-Channel Approach



Source: <http://sapphirestrategy.com/content-marketing/>

Multi-channel Example

How a medical device company could utilize a multi-channel approach and benefit from earned media



An aerial view of a city skyline, likely New York City, with a white rectangular box overlaid in the center. The box contains the text "Creating a Content Strategy for Earned Media". The background is a blue-tinted aerial view of the city, with various skyscrapers and buildings visible. The text is white and centered within the box.

Creating a Content Strategy for Earned Media

Content & Earned Media

Benefits of Creating Audience-Centric Content



Audience is King

It can be easy to create content that supports your brand's bottom line first, and the needs of your audience second. But journalists and consumers are overwhelmed with information, so they're exceedingly good at dismissing corporate, disingenuous content. Create something of value that speaks to their problems, needs, or desires, and you'll not only have their attention, but maybe their dollars and sharing power, too.



Credibility

Offering helpful content to journalists and consumers alike encourages them to vouch for you—creating valuable 3rd party trust.



Control

You can't control who writes about you or what tone of coverage you get, but you can control what content you provide.



Creativity

Be personable and innovative; people want to connect with the human side of brands. Create memorable content.

Content Examples

Types of content to support an earned media strategy



Press Releases

Tried and true, the press release cleanly delivers corporate announcements.



Infographics

Easy to share, repurpose, and dissect. Perfect for social media, blogs, and email.



Videos

Invite your audience to spend time with you via demo, how-to, or other video content.



Studies & Surveys

Original research reports offer insight and analysis that's attractive to cover.



Interactive Pieces

Engage your audience with quizzes, calculators, moving maps, etc.



Blogs

Demonstrate thought leadership, offer evergreen tips, or spotlight CSR.

An aerial view of a city skyline, likely New York City, with a white rectangular box in the center containing the text "Press Releases & Earned Media". The background is a blue-tinted aerial photograph of a dense urban area with many skyscrapers. A prominent building in the background has "MetLife" written on its side. In the foreground, the silhouettes of two people are visible, looking out over the city. The overall image has a blue color cast.

Press Releases & Earned Media

Press Release Content

Why press releases are valuable to journalists



Accurate Source

Globally, 75 percent of media say that ensuring content is 100 percent accurate is the most important for their organization.



Newsworthy

When it comes to what journalists want from their PR contacts, 63% said news announcements and press releases.



Trusted

Journalists also trust press releases the most, with 44% saying that it's their most trustworthy source of brand-related information.

▶ Here's how media ranked different earned and owned channels for trustworthiness:



Cision's 2018 Global State of the Media Report

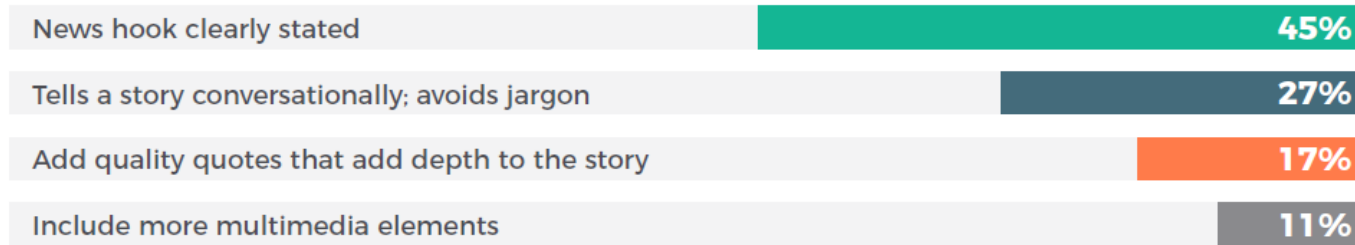
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▶ Here's what journalists want to see from PR pros:

1. Press releases
2. Original research reports
3. Follow-up press releases
4. Content marketing/advocacy releases
5. Video clips/b-roll/livestream
6. Blog posts

What Journalists Want

► How to make a press release more effective (global numbers):



IN PRESS RELEASES WE TRUST

Journalists continue to love the press release. For three years in a row, media professionals have ranked press releases and news announcements as the most valuable type content they receive from their PR contacts. They've also once again chosen the press release as their most trusted brand source. This is nearly universal, with journalists from around the world citing press releases as their most trusted source of company information.



News Release Tips

Crafting a successful announcement



News Angle

What's the story? Are you going to an event?
Can your brand comment on a trend?



Call-to-Action

Provide a logical next step for the reader.
What do you want them to do?



Supplemental Information

Use quotes and links to additional context,
along with multimedia elements.



Formatting

Disruptive formatting like bullets and bolding
make your news easier to read.



Details

Don't forget about things like the booth
number and your contact information!



An aerial view of a city skyline, likely New York City, with a white rectangular box overlaid in the center. The box contains the text "How to Get Earned Media from RSNA and Other Tactics". The background is a blue-tinted aerial view of the city, showing numerous skyscrapers and buildings. The text is white and centered within the box.

How to Get Earned Media from RSNA and Other Tactics

Ways to Get Earned Media

Tactics that encourage word-of-mouth buzz

Social Media

Social media communities are great places to engage fans, advocates and facilitate conversations with shareable content.



Influencer Partnerships

Cultivate symbiotic relationships with industry heavyweights to reach your audience in a new, authentic way.



Press Releases

You have news to share! Journalists rely on press releases for accurate information to supplement or inspire their stories.



Content Worth Sharing

Personalized Pitches

Great editorial coverage often starts with an equally great pitch that helped a journalist inform their audience.



Blogging

Don't just leave blogging to the influencers! This medium is a unique place to share thought leadership and other content marketing.



Industry Events

Events are naturally newsworthy. Capitalize on the clout of RSNA to maximize coverage opportunities and industry buzz.



Using RSNA to Your Advantage

Leverage the Show's opportunities

Events Support Earned Media

Shows like RSNA naturally lend themselves to media coverage because they are timely meccas for new products, partnerships, and other breaking news. Plus, not only do they offer potential face time with journalists at the show, but they can even spark opportunities with remote media as well. RSNA and its exhibitors consistently get media attention in trade publications. Ultimately, the platform and resources that RSNA provides can help support your owned, paid, and earned media strategies.



Webinars

Hear about everything from booth logistics to social strategy.



Press Kits & Releases

Create and host Show-related content online for easy access and distribution.



Checklists

Take advantage of the marketing and exhibitor checklists provided by RSNA.



Other Tools

Learn how to attract buyers, media, and other attendees with best practices.



An aerial view of the New York City skyline, featuring numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. A white rectangular box is centered in the middle of the image, containing the text "Pitching 101".

Pitching 101

How to Find People to Pitch

Researching Journalists, Bloggers, and other Influencers



House & Lead Lists

- Leverage existing relationships (prospects and customers) with your house lists.
- Follow up with leads from the event and cultivate new prospects.



HARO, ProfNet, etc.

- Position yourself or your client as a source or expert.
- Respond to relevant media inquiries.
- Easily connect with multiple journalists on a variety of topics and future stories.



Databases

- Use a media database service to find journalists, bloggers, and other influencers.
- Create segmented lists for various campaigns.
- Quickly research individuals for personalized pitches.



Social Media

- Search hashtags and conversations for story-seekers.
- Follow and interact with industry influencers.
- Don't send your actual pitch via social media unless the person requests it!

Take your time researching and selecting people to pitch.

Dedicating a few extra moments to vetting early on will prevent you from wasting your time down the road, and lead to more successful results.

Pitching the Media

Best Practices for Journalist, Blogger, and Influencer Relationships

Don't Spam

Do not send irrelevant, repeated emails or a mass blast. If a journalist doesn't respond after an initial email and a follow-up a few days later, move on.



Don't Be Generic

Tailor your pitch to not only a particular outlet, but to an individual journalist and their beat. Use specifics in the pitch itself, rather than broad, vague terms.

Consider Multimedia

Many journalists need a visual element to accompany their original stories. Either indicate that photos/videos are available or send a link of assets upfront.



Consider Editorial Cycles

Be mindful of the kind of story you're pitching within the larger editorial framework and other events. Is your story evergreen or timely?

Do Your Homework

Research the publication/outlet and read the journalist's last 3-5 stories. Be prepared to help them.



Be Conversational & Concise

Thoughtfully articulate your pitch, but be personal and don't bog it down with jargon or buzzwords.

Insight from Cision's State of the Media Report

Building Better Relationships With The Media:

▶ Here is the #1 thing you must do when working with the media:

1. Research/understand my media outlet
2. Provide me with data and expert sources when I need them
3. Tailor the pitch to suit my beat(s)/coverage
4. Stop spamming me
5. Include multimedia assets with your pitch

MEDIA TIP:

For the third year in a row, journalists ask that you research them, understand who they are and what they cover before pitching them, ranking this their top request of PR pros. They also want brands to provide original data and expert sources in a timely manner. Have a solid PR pitching and press release strategy, along with a stable of spokespersons ready upon request is a good best practice.



Research journalists and understand who they are before pitching them.

Pitch Example

What edits would you make?

“

Hi [First Name],

I'm [full name], founder of a London-based startup called [name + link to website], and I think you may be interested in our new product. We've developed a GPS-powered app that helps drivers instantly see how much they're spending on petrol with each journey they make, and whilst there are similar apps out there (e.g. xxx and xxx), this is the first time an app has been created that uses up-to-date, real-time data from local service stations around the world.

We are releasing the Android version next week, and we expect the iOS version to be approved shortly after. I've attached a few screenshots of what the app looks like, and here's a link to a video that demos exactly how it works.

I thought I'd give you first refusal to review this app before contacting other publications. If you could let me know if you're keen to learn more, I'd appreciate it.

Thanks a lot for your time.

Name
Position
Telephone number
Twitter Handle

Demonstrate knowledge of previous work

Why is it a good fit for the journalist & their readers?

Include links instead of attachments

Be judicious with any potential exclusivity

Pitching Resources:

- [Pitch perfect: A startup's guide to getting coverage](#)
- [8 Media Pitch Examples to Help You Get Noticed](#)
- [Perfect PR pitches: NYT tech columnist picks his favorites](#)
- [6 Simple Rules for Email Pitches](#)
- [How To Get A Journalist To Read Your Pitch](#)

75%

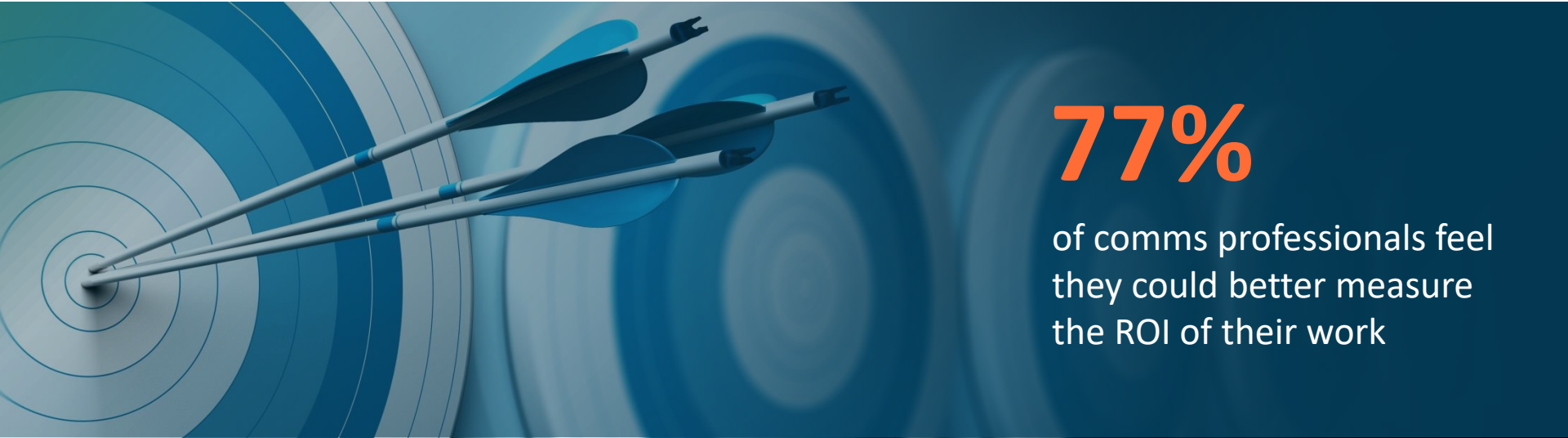
of journalists say **fewer than a quarter** of the pitches they receive are relevant.

An aerial view of a city skyline, likely New York City, with a white rectangular box in the center containing the title text. The image is overlaid with a semi-transparent blue filter. The text "The Evolution of Earned Media" is centered within the box in a white, sans-serif font. The background shows a dense urban landscape with various skyscrapers and buildings, including one with "MetLife" visible on its side. The overall tone is professional and modern.

The Evolution of Earned Media

The Evolution of Earned Media

Communicators Need Help



77%

of comms professionals feel they could better measure the ROI of their work

“According to a 2018 Cision/PR Week Survey, 77% of comms professionals feel they could better measure the ROI of their work...we're offering an end-to-end workflow, real-time insights, and the only communications platform that truly measures the value of earned media.”

Kevin Akeroyd, Cision CEO

”

BEFORE – PR with no ROI

Mounds of data with no way to connect it to business value



“

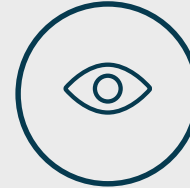
...when allocating resources across an organization, who gets the most attention? The creative storyteller with no data, or the department (no matter the personality) with solid revenue numbers?

- Cision Blog: [Three Steps to Avoiding Vanity Metrics in Public Relations](#)”

”



Impressions



Views



Monitoring

AFTER – Measure the Impact of Earned Media

PR Pros can know exact reach, audience and results of PR campaigns

- ID tagging technology for earned media
- ID's provide PR professionals access to demographic and firmographic data of audience that views press releases and earned media articles
- ID's track consumer of content to see where they go after reading content
- Tagging technology tracks consumer of content down to website conversion



Using Earned Media in New Ways

Earned media data can now be used to influence other multi-channel comms



- 01 ▶ Identify new audience**
Using new data available from earned media tracking technology, a theme park company identified a new target audience
- 02 ▶ Targeted Paid Ads**
Theme park targeted paid ads to this new audience (the readers of earned media articles that mentioned their company)
- 03 ▶ More Engagement and less cost**
Paid ads to this new audience saw 34% higher engagement and less cost per click

Result: The theme park company saw so much success, it completely changed its paid ad strategy with the use of earned media audience data.

Thinking ahead

With this evolving industry, the sky's the limit

“[B]egin challenging your own assumptions. Your assumptions are your windows on the world. Scrub them off every once in a while or the light won't come in.”

- Alan Alda

Challenge: Think about how utilizing an earned media strategy can help propel your company to the next level.



Resources

- ❖ [RSNA Online Press Office](#)
- ❖ [VIDEO: What's a press kit](#)
- ❖ [BLOG: How to Tell Your Trade Show Story with a Page-Turning Press Kit](#)
- ❖ [BLOG: Earned Media Is Part Of The Customer Experience](#)
- ❖ [BLOGS: Behind the Curtain of Vanity Metrics / Three Steps to Avoiding Vanity Metrics in Public Relations](#)
- ❖ [VPO Knowledge Center](#)
- ❖ [Cision's State of the Media Report](#)

Thank you for joining us!

We're here to help!



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If you have any questions, please contact us at **1-973-783-7787 opt. 0** or email VPO@cision.com.

Please be sure to whitelist @cision.com in your email or add us to your address book.

Thank you from all of us at Virtual Press Office/Cision PR Newswire!

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