# Creating a Personal Media Kit and Contacting Media

















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Presentation by: Amanda Basse Outreach and Marketing Specialist Small Business Administration We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.









#### **The Power of Media**





#### **Measurable Outcomes from Media Placements**

Link Juice

Traffic

Referral Traffic

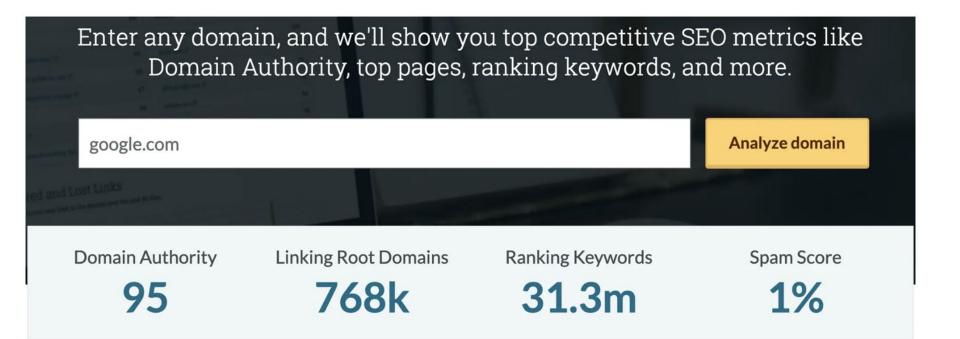
As seen on

Social Media

**Syndication** 



#### **Domain Authority**





# Get Media Ready

**Where to Start** 

#### **Media Kit**

- Your founder's story
- Your biography
- A high-quality photo of yourself (or the teammate to be featured)
- Photos of your products or services
- An up-to-date press release















#### 301K

ABOUT ME

event product.

Booklets are printed

materials with four or more pages containing details about a business.

promotion, etc. They are

also known as catalogs o

communicate a message

pamphiets and are

usually created to

to a wide variety of

#### 24K Likes Average

45.1K

GREAT & SITE REALLY COMPANY

PREVIOUS COLLABORATIONS REALLY INC.

#### SERVICES & RATES

Content creation Product photography Product reviews

fr. \$300 fr. \$250 fr. \$150 **Brand Ambassador** 

CONTACT · 123-456-7890





Marian Posey



#### Korina Villanueva

#### About Me Booklets are printed materials with four or

more pages, containing details about a lusiness, event, product, promotion, etc.

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. Services & Rates

#### Contact Me

O +123-456-7890 heliotireallygreatists.com

123 Anywhere St. Any City

Demographics Audiens





Makeup Videos
 Social Media Post

· Product Reviews



Fr. \$450

Fr. \$200 Fr. \$640

Fr. \$200

#### FASHION INTERIOR LIFESTYLE About me Lorem ipsum dolor sit amer, consectetur adipiscing elit, sed do clusted tempor incididum ur l'Inboris nisi ut aliquip ex ea commodo comequat. Dais sane irace dolor in reprehenderis in voluptate velit coe cillum laboris nisi ut aliquip ex es commodo consequat. Dais sure irure dolor in reprehenderit in voluptate velit eue cillum. FOLLOWERS



Isabel Mercado











Tm a creative individual who sparks I am a very passionate digital conten





#### SERVICES & RATES

Social Media Post

creater with a dedication to providing engaging and high-quality content a the time.

 Tutorials \$250
 Product Placements \$300 Workshops · Try-Do Houls Swatches and Blog \$420







# **Building Your Media List**

#### **Who Goes on Your List**

**Journalist** 

Newsletters- industry or location

**Local News Contacts** 

Influencers

**Podcasters** 

Magazines



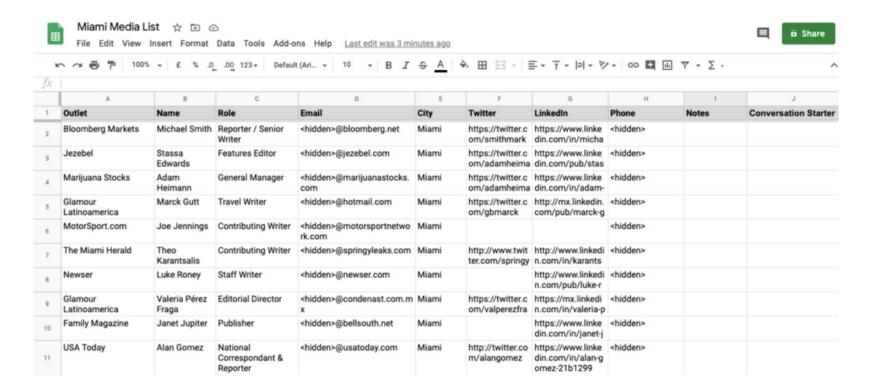
#### What to Include

Regardless of your industry, your media lists should at least include:

- The contact's first and last name
- Their business or professional role
- The name of their publication or news outlet
- A link to their website or social media profiles
- Their beat or specialty and niche
- Their contact information
- And notes on their past works, professional history, or other relevant details



#### **Example**



## **Pay to Play**

Buying contacts vs paid HARO and QWOTED

# **Target Audience**

#### **Prioritizing Your List**

Pro Tip: Creating a new media list isn't just about gathering email addresses.

1 First, you must determine which outlets are relevant and identify your top media (Tier 1) to prioritize personalized pitches.

2 Define what "top" means for your goals: Is it because the CEO wants to be featured in Forbes or reads Business Insider daily, or because it will significantly impact brand awareness among potential clients?

#### Who, What, Where & How (and beyond)

You must have a clear idea of the audience you'd like to reach. To identify your target audience, ask:

- Who am I trying to reach? Consider age, gender or profession.
- What are they interested in?
- How do they prefer to consume information?
- Where are they hanging out on the internet?
- Which media outlets are most popular, trusted and relevant amongst my audience?
- Which relevant media outlets are most accessible to PR outreach like mine?
- Which journalists at those outlets focus on the topics I'm pitching?

#### **Media Format**

- **Behavioral:** Categorize media contacts based on their previous interactions, stories you've pitched to them, preferred communication methods, past collaborations, and engagement with your content, including any they might have declined.
- Geography: Main geography of a media outlet audience.
- **Media format preferences:** video content, social media images, infographics, or in-depth articles. You can also analyze their primary distribution channels.
- **Expert type:** Differentiate between traditional journalists, industry experts, and modern digital influencers or content creators.
- Cultural: Segment contacts based on cultural differences and language preferences

#### **Niche Down**

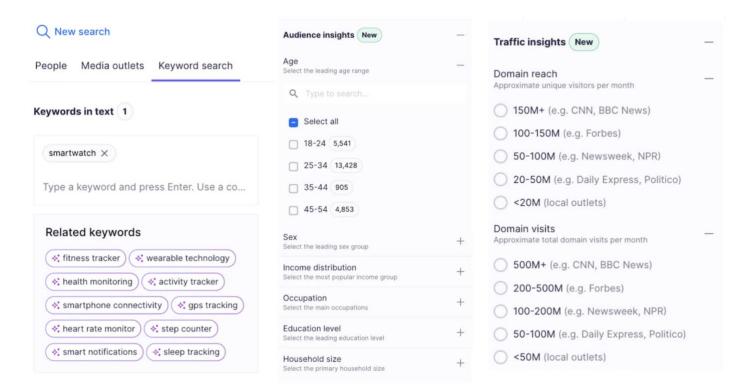
Specific > General

For example, you wouldn't reach out to all general cosmetic reporters for a story about your organic makeup. Instead, reach out to the specific blogs or trade publications that cover organic makeup or journalists who have the keyword "organic makeup" or "natural makeup" in their bios or content.



# **Finding Contacts**

#### **Media Database**





#### **Manual**

"[keyword] editor" or "[keyword] journalist"



## **Reverse Engineer**

Identify where your competitors are

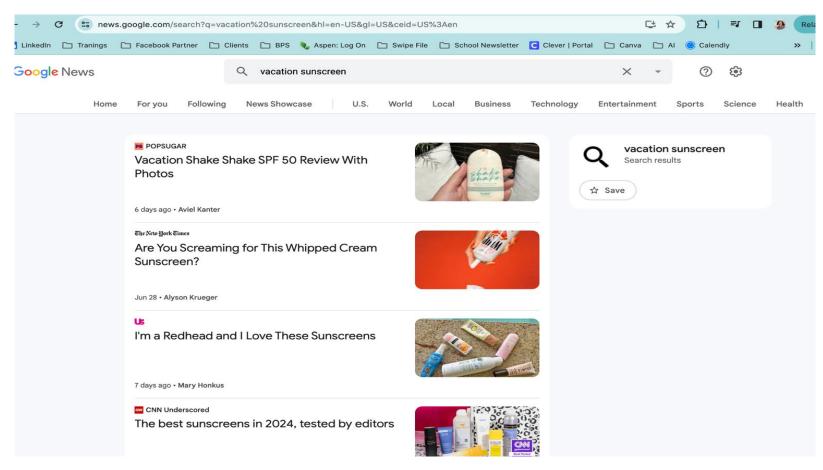
SEO Audit (Ubersuggest and Ahrefs are free)

Google news/alerts

Find reporters

Better or new info







## **Media Memory Jogger**

Tools for finding media contacts:

- LinkedIn (Free)
- Twitter (Free)

Tools for finding media outlets, publications, and blogs

- Google (Free)
- Google News (Free)

Tools for finding backlinks of your competitor

- UberSuggest (free)
- Ahrefs (free)



# **Strategy**

#### **Press Calendar**

**Holidays** 

Launches

**Events** 

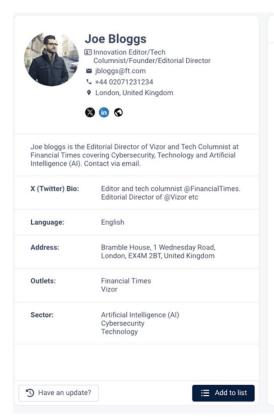
Monthly

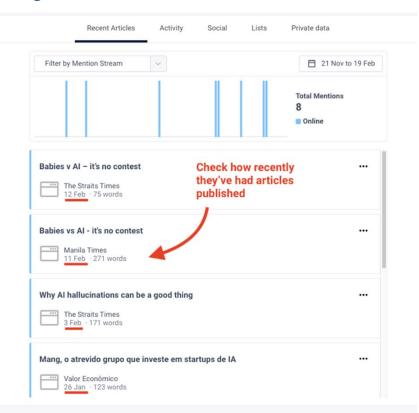
## **Haro & Qwoted**

Daily



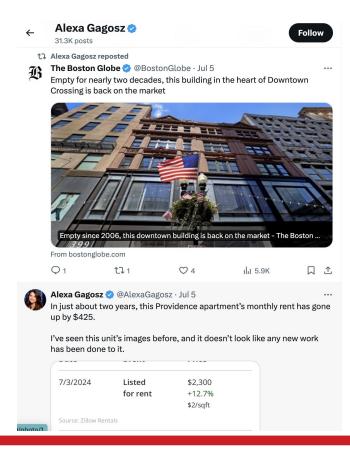
#### **Monitor Their Activity**







#### **Monitor Their Social Media**





## **The Pitch**

#### **Your Angle**

Be intentional about who you pitch

Be personal

Understand their tone

How does your business benefit their readership?

#### Warm-up

Cold vs Warm

**Targeted Topics** 

Engage



#### **Subject Line**

Give the editor, producer or journalist reasons to read on - but keep your lede brief.

In the body:

Brevity is the way; bullet points and subheadings are definitely helpful

- Include relevant points and enough background
- End with call to action

#### **Come in Service**

Journalist are overwhelmed

Benefit readership

## **Track**

Submissions

Quotes

Articles

## **Follow Up**

This is more natural when you have spent time building a relationship with the press.

Do NOT be aggressive or annoying.

## Conclusion



#### **Numbers Game**

Databox surveyed PR professionals and found that for the majority of PR

pros only 10% of their media pitches actually make it to press.

#### Resources

- Your Local Resources:
  - Center for Women and Enterprise

Center for Women & Enterprise | CWE Rhode Island (cweonline.org)

- Rhode Island Small Business Development Center
   Rhode Island Small Business Development Center
   (uri.edu)
- SCORE Rhode Island
   Rhode Island | SCORE
- Veteran Business Outreach Center of New England http://vbocnewengland.org
- Find local trainings and workshops: Rhode Island | U.S. Small Business Administration (sba.gov)

## **Resources (cont.)**

**Domain Authority** 

How to Build a Killer Media List

Prowly's Media List Template

Sites like Haro

Media List Building Strategies

PR and Comms Calendar

How to Pitch so Your Stand Out



# Questions?

Type your question to the chat box

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