

Creating a Personal Media Kit and Contacting Media



U.S. Small Business
Administration



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Training and Marketing Coordinator
RI Small Business Development Center

Presentation by:
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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
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



Measurable Outcomes from Media Placements

Link Juice

Traffic

Referral Traffic

As seen on

Social Media

Syndication

Domain Authority

Enter any domain, and we'll show you top competitive SEO metrics like Domain Authority, top pages, ranking keywords, and more.

google.com

Analyze domain

Domain Authority

95

Linking Root Domains

768k

Ranking Keywords

31.3m

Spam Score

1%



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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](#)



Margarita Perez

Beauty Vlogger

About Me

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

Demographics Audien

Gender
 ♀ 75% Women
 ♂ 25% Male

Age
 15-24
 25-34
 35-44

Services & Rates

- Makeup Videos fr. \$450
- Social Media Post fr. \$300
- Workshops fr. \$440
- Product Reviews fr. \$300

Previous Collaborations

- Studio Stroupe
- Warehouse Inc.
- Inpage Company
- Lixaria & Co.

2M Average Followers	8.5K Average Reach	900K Average Impressions	87% Engagement Rate
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+123-456-7890 | hello@reallygreatsite.com | 123 Anywhere St., Any City

Woman's Beauty Vlogger | Fashion Rate Card Media Kit

Connor Hamilton

Fashion & Lifestyle Influencer

340K
FOLLOWERS

87%
MEN

48.9%
ENGAGEMENT RATE

670K
WEEKLY REACH

Services & Rates

Content creation fr. \$300
 Product photography fr. \$250
 Product reviews fr. \$150
 Brand Ambassadorship fr. \$450

Contact

+123-456-7890
 123 Anywhere, Any City
 hello@reallygreatsite.com

Man's Fashion Creator | Influencer Rate Card Media Kit

DONNA STROUPE

Model and Beauty Influencer

Media Kit

2024

STATISTICS

Spots/Media 1.4 M

Spots/Media 2.4 M

Spots/Media 1.8 M

WHAT I OFFER

Product Branding \$45
 Product Reviews \$25
 Workshops \$20
 Social Media Posts \$47
 Makeup Videos \$34

ABOUT ME

Professional model with ten years of experience and social media influencer with active and interactive followers. Have an interest in the world of fashion and feminine style.

Model Beauty Model and Beauty Influencer Media Kit

2025

MEDIA KIT

MONICA HANNAH

MODEL & INFLUENCER

Model Beauty Model and Influencer Profile Media Kit

AMAN VILLANUEVA

CONTENT CREATOR & INFLUENCER

301K Reach
 24K Likes Average
 45.1K Impressions

ABOUT ME

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. They are also known as catalogs or pamphlets and are usually created to communicate a message to a wide variety of audiences.

PREVIOUS COLLABORATIONS

REALLY INC.
 GREAT & SITE
 REALLY COMPANY

SERVICES & RATES

Content creation fr. \$300
 Product photography fr. \$250
 Product reviews fr. \$150
 Brand Ambassador fr. \$450

CONTACT

+123-456-7890

https://www.canva.com/p/templates/EAFAWqD11m0-black-content-creator-influencer-rate-card-media-kit/

Marian Posey

Beauty Influencer

700K Followers

120K

Korina Villanueva

ABOUT ME

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- Product Reviews fr. \$300

Demographics Audien

700K Followers

Isabel Mercado

FASHION | INTERIOR | LIFESTYLE

About me

Letras (Spain) does all sorts, connecting advertising clients, and do occasional surprise collaborations. Isabel's not an alligator, so comedians are not her thing. This one more detail in her booklets is to advertise with one other detail.

Followers

Facebook: 45K
 Twitter: 30K
 Blog: 20K

83% Reach
 45K Women
 91% Engagement

@REALLYGREATSITE

SERVICES & RATES

- Social Media Post \$180
- Tutorials \$250
- Product Placements \$300
- Workshops \$250
- Try-On Hauls \$400
- Sketches and Blog \$420

DEMOGRAPHICS

70% Women
 30% Men
 75% 35-44
 25% 18-24

MARIANA NAPOLITANI

SOCIAL MEDIA INFLUENCER

ABOUT ME

This creative individual who sparks imagination and touches the hearts of my audience. It's important to me to deliver stories, tips, and environments that have meaning and inspire you.

I am a very passionate digital content creator with a dedication to providing engaging and high-quality content all the time.

Total Followers

5M

Average Reach

500K

Engagement Rate

1.5M

Average Impressions

82%

SERVICES & RATES

- Social Media Post \$180
- Tutorials \$250
- Product Placements \$300
- Workshops \$250
- Try-On Hauls \$400
- Sketches and Blog \$420

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U.S. Small Business
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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

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

🔍 New search

People Media outlets Keyword search

Keywords in text 1

smartwatch X

Type a keyword and press Enter. Use a co...

Related keywords

🔗 fitness tracker 🔗 wearable technology

🔗 health monitoring 🔗 activity tracker

🔗 smartphone connectivity 🔗 gps tracking

🔗 heart rate monitor 🔗 step counter

🔗 smart notifications 🔗 sleep tracking

Audience insights New

Age

Select the leading age range

🔍 Type to search...

☑ Select all

18-24 5,541

25-34 13,428

35-44 905

45-54 4,853

Sex

Select the leading sex group

Income distribution

Select the most popular income group

Occupation

Select the main occupations

Education level

Select the leading education level

Household size

Select the primary household size

Traffic insights New

Domain reach

Approximate unique visitors per month

150M+ (e.g. CNN, BBC News)

100-150M (e.g. Forbes)

50-100M (e.g. Newsweek, NPR)

20-50M (e.g. Daily Express, Politico)

<20M (local outlets)

Domain visits

Approximate total domain visits per month

500M+ (e.g. CNN, BBC News)

200-500M (e.g. Forbes)

100-200M (e.g. Newsweek, NPR)

50-100M (e.g. Daily Express, Politico)

<50M (local outlets)

Image source: [Prowly](#)

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

POPSUGAR

Vacation Shake Shake SPF 50 Review With Photos



6 days ago • Aviel Kanter

The New York Times

Are You Screaming for This Whipped Cream Sunscreen?



Jun 28 • Alyson Krueger

US

I'm a Redhead and I Love These Sunscreens



7 days ago • Mary Honkus

CNN Underscored

The best sunscreens in 2024, tested by editors



vacation sunscreen

Search results

☆ Save

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



Joe Bloggs

Innovation Editor/Tech Columnist/Founder/Editorial Director
jbloggs@ft.com
+44 02071231234
London, United Kingdom

X LinkedIn

Joe bloggs is the Editorial Director of Vizor and Tech Columnist at Financial Times covering Cybersecurity, Technology and Artificial Intelligence (AI). Contact via email.

X (Twitter) Bio: Editor and tech columnist @FinancialTimes. Editorial Director of @Vizor etc

Language: English

Address: Bramble House, 1 Wednesday Road, London, EX4M 2BT, United Kingdom

Outlets: Financial Times
Vizor

Sector: Artificial Intelligence (AI)
Cybersecurity
Technology

Have an update?

Add to list

Recent Articles Activity Social Lists Private data

Filter by Mention Stream 21 Nov to 19 Feb

Total Mentions
8
Online

- Babies v AI – it's no contest**
The Straits Times
12 Feb - 75 words
- Babies vs AI - it's no contest**
Manila Times
11 Feb - 271 words
- Why AI hallucinations can be a good thing**
The Straits Times
3 Feb - 171 words
- Mang, o atrevido grupo que investe em startups de IA**
Valor Econômico
26 Jan - 123 words

Check how recently they've had articles published



Monitor Their Social Media

← **Alexa Gagosz** ✓ 31.3K posts Follow

↳ Alexa Gagosz reposted

The Boston Globe ✓ @BostonGlobe · Jul 5
Empty for nearly two decades, this building in the heart of Downtown Crossing is back on the market



From [bostonglobe.com](https://www.bostonglobe.com)
1 comment 1 repost 4 likes 5.9K views

Alexa Gagosz ✓ @AlexaGagosz · Jul 5
In just about two years, this Providence apartment's monthly rent has gone up by \$425.

I've seen this unit's images before, and it doesn't look like any new work has been done to it.

7/3/2024	Listed for rent	\$2,300 +12.7% \$2/sqft
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Source: Zillow Rentals

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 \(cweonline.org\)](http://cweonline.org)
 - **Rhode Island Small Business Development Center**
[Rhode Island Small Business Development Center \(uri.edu\)](http://uri.edu)
 - **SCORE Rhode Island**
[Rhode Island | SCORE](http://rhodeisland.score.org)
 - **Veteran Business Outreach Center of New England**
<http://vbocnewengland.org>
- Find local trainings and workshops: [Rhode Island | U.S. Small Business Administration \(sba.gov\)](http://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

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

aecapasso@uri.edu

