

Maximize Your Publicity – New Media Mix Offers Many Avenues to Tell Your Story

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Not that long ago, there were only three television channels, a handful of consumer magazines and maybe two or three newspapers per city that you could possibly share your news and stories as an artist, brand or creator. You either had to convince a reporter to cover your story or you paid for an expensive advertisement in one of these media channels. Today it's different. Hundreds of print and online publications, thousands of bloggers, hundreds of television channels, endless personal websites and numerous social media offer many avenues with which you can now spread the word about your art, brand, characters, products or projects.

The world of media can seem complicated and overwhelming. A good way to simplify it is to think about media in its three distinct categories. Understanding these different types will maximize your reach with consumers and other businesses to help you better manage your goals and execute your publicity and media strategies.

There are three types of media you need to be aware of:

- Owned media
- Earned media
- Paid media



Owned Media.

Owned media are all the marketing outlets where you have *direct control* over the content. It includes your website, email database and all of your social media sites from Facebook and Twitter to LinkedIn and Instagram. In owned media you have the power to create and alter the message in any way you choose (copywriting, photos, videos, links, sound bites, etc.). This is where and how you build your fan base into a prospect list and create relationships one-by-one to grow your connections exponentially. A fan base who has 'opted in' to communicate with you is the most active and reliable core of any business.

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If you are thinking social media and the message you control isn't as important as the traditional media and what various reporters write about; think again! The new reality is that social media has surpassed the original four broadcast networks in the 18-to-24 and 25-to-34 year-old demographics. These groups are not only the primary social media users, but important licensed product purchasers.

With your fans and prospects, be sure to share your own business news, industry news or any other information that helps you position your art, characters, products or brand. Remember that each social media site has a specific style and audience type. You must provide the right message to the right audience through the right media channel.

You may need to say the same thing in four different ways. For example, [LinkedIn](#) is the best business-to-business site, so make sure to write your bio, experience and information targeted toward the businesses you want to work with, not your consumer audience. [Facebook](#) should be utilized both personally and professionally, with a personal site and a separate business page. Facebook is ideal for longer posts, trends and news, but remember that only your direct fans will see the posts on your business page unless you decide to pay for a "boost." [Twitter](#), on the other hand, is best for your in-the-moment news and information.

It's also good to keep in mind that you can post the same news many times over, in many different ways, as there are always new users on the platform at any given time. [Instagram](#) is a must for visual posts and to reach the younger audiences, with [Pinterest](#) emerging possibly as the most important of all. Pinterest has become very popular for many brands because it allows for many more people to see your "pins" without charging you anything. Always remember the "4-1-1 Rule of Social Media". For every four posts you make about your industry, related news or comments about others, make one post about your business and one post that is specifically designed to promote or sell something related to your business.

In today's media environment, photos and videos should NOT be treated as an add-on or afterthought. If you haven't already gotten on the video bandwagon, I suggest you do so as soon as possible. While it does cost a little to create a professional video message, the benefits can be enormous. In 2013, Forbes Magazine stated that 65% of business executives visited a web site after watching a video ([Video Brewery Blog](#)). And according to Demand Metric's, 82% of B2B marketers reported success with video marketing initiatives ([Demand Metric](#)). That means video is now THE way to tell your story! .

Earned Media.

Earned media simply means you get *someone else* to tell your story on their websites, social media pages and blogs, or in the newspaper, magazine and television media for which they work. Consider your emerging brand's and product's newsworthiness, trend value, or unique positioning in the marketplace and write a compelling letter to send to those who can tell your story for you. Page | 3

It's a challenge, but I'll give you a hint that may help: do the work for them! I mean it. Write your "pitch" to media like a reporter; be sure to give them newsworthy reasons to write about you. There are many over-worked and under-paid journalists out there who will really appreciate your help. So also consider, rather than just pitching a concept, try writing a story about yourself from the perspective of the magazine, newspaper or blog you are sending it to and offer it as a submitted story. And if you need to get help doing so, do it. The price of having someone write an excellent article for you will be far less than the value of the media exposure!

While earned media requires convincing someone to tell your story, articles are far more valuable to the reader. If you read an article in [Entrepreneur Magazine](#), and there is an ad next to it, which are you more likely to believe. Earned media simply has more believability than paid media.

Paid Media.

Simply put, paid media is advertising. Instead of the limited options of the past, today you can pay to have your story told in many different ways and within a price range that you can afford. If you have a Rolex™ budget, you can buy television ad space to sell your products or position your brand. And with so many cable television channels, like niche magazines, you now have the ability to reach your select targeted demographic in a better and more economical way than ever before.

There are also many budget-friendly ways to pay for your media exposure. Google's [AdWords](#) and [Yahoo Search Marketing](#), as example, help businesses discover the keywords customers need to find them online. Search Engine Optimization (SEO) and pay-per-click advertising require the business to pay a fee dependent on the competitiveness of the chosen key word, and in return the business will have an ad displayed in the sponsored results section of search engines. Also, boosting your Facebook posts for a few extra dollars, sponsoring an article for paying for display banner ad on key web sites are all very affordable pay-for-play ways to tell your story.

To get started, I recommend doing as much as you can in the areas of owned and earned media. Invest in the tools to get your story told in these areas before investing in an ad budget.

1. This means developing your owned media. Create a website for your property and start marketing on your owned media. If you don't already have a web site, there are exceptional template-focused website options. ([Squarespace](#), [WordPress](#)). If you already have a site, this means making sure your website is targeted appropriately and up-to-date.

2. Sign up for a [MailChimp](#), [My Emma](#) or [Constant Contact](#) account and collect names to create your own database. Then create a plan for reaching out to them. Think carefully about what they are interested in and how you can engage them. That's the 'hot' term in marketing these days...it's all about experience and engagement.
3. Get registered for and/or update your primary social media. Start by scheduling social media as a part of your daily and/or weekly routine. After you have accomplished reaching out through short messages, tidbits of news and information on a consistent basis, then consider articles or blogs, which you write and share. Or if writing isn't for you, create a video to tell your story or show your product line, creativity, brand or characters. This investment will pay off.
4. Now begin telling your story to the traditional earned media. Brainstorm your story for media and develop a pitch to be emailed. Think about what makes your property unique, your reason for starting and being in business, or any other newsworthy elements. If writing pitches and calling the traditional media journalists is not up your alley, have someone do it for you. When the news or article is picked up, it will appear more informational and reliable than any advertisement you can buy. It doesn't need to cost a lot if you approach public relations on a project basis. Earned media is also a great leveraging tool. Make sure to put your media mentions on your web site and shoot them out over social media as well.

When you have maximized your owned and earned media, next consider a small paid media budget. Try taking your high functioning Facebook posts or tweets and giving them a paid media "boost" as they call it. You can set the criteria for your "boost" both geographically and demographically as well as establishing the maximum budget on a daily, weekly or monthly basis.

It is incredibly important to understand these three types of media and their differences. A successful business will pay attention to and utilize all three avenues. It is often helpful to get guidance from experts in the public relations and social media fields, especially on a project basis. Unless you are a very large company, it is unlikely you will need full time help in this area so consider hiring someone on a project-by-project basis with a system of reporting results.

Once again, prioritize the owned and earned media categories first. The most critical thing to remember is to not spread yourself too thin, so focus only on what you can manage and reasonably accomplish. Strategic selection of media channels and moving sequentially between the three core categories of media will assure your success.