

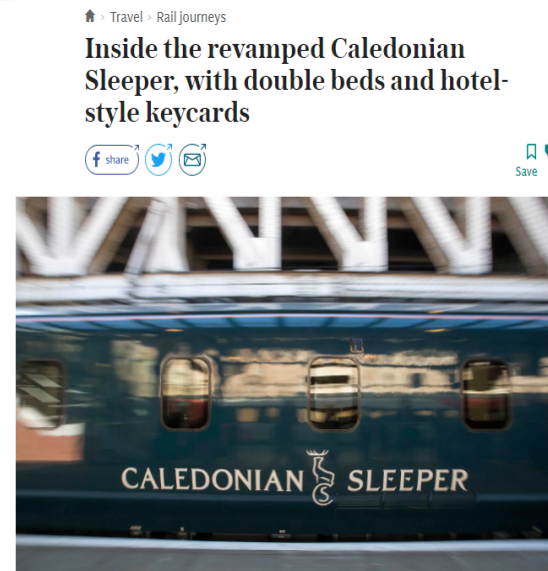
MAXIMISING EARNED MEDIA JULIE BRANDER WEBER SHANDWICK

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WHAT IS EARNED MEDIA?



> The opposite of advertising (aka paid media)

> Articles secured on any media channel:

- Broadcast
- Radio
- Newspapers
- Online / Blogs



WHAT ARE THE BENEFITS?

Ability to reach target audience and communicate key messages

Drive awareness, sales and footfall

Less money, more trust



HOW TO GENERATE EARNED MEDIA

**Know Your
Audience**

**Understand Their
Media Habits**

**Craft a
Newsworthy Story**



CREATING A NEWSWORTHY STORY

- > It must be genuinely be new or interesting
- > Must drive conversation
- > Has human interest element
- > Challenge a conception
- > Does it pass the so what / who cares test?
- > Perfect the headline and opening paragraph (aka top line or 'hook')



CREATING A NEWSWORTHY



Your client is a city centre budget hotel set to open in Aberdeen next month.

The hotel is located in the former Robert Gordon University Student Union building at Schoolhill and will be a new place for budget travellers to overnight.





CREATING A NEWSWORTHY STORY

- > *‘New budget hotel to open in Aberdeen’*
- > *‘New hotel set to bring lease of life to derelict city centre building’*
- > *‘Students to call The Union home again as former RGU campus building reopens as hotel’*
- > *‘Revitalised Aberdeen Art Gallery brings commercial property growth as new hotel set to open’*
- > *‘City centre tourism to be boosted as new budget hotel is welcomed’*





TOP TIPS

- > Understand your audience and their media habits
- > Only write press releases which are actually newsworthy or interesting
- > Adapt your press release or top line to suit different media e.g. consumer vs business
- > Make the most of collateral including case studies and photography
- > Integrate your story across own channels e.g. social media, website and blog
- > Follow up with journalists and grow strong relationships
- > Track coverage and evaluate success





**THANK
S**