

# Online Publicity Campaigns

How to Create and Launch an Online Publicity Campaign - Quickly and Affordably

## ☑ *QuickStart Steps*

There are three steps to a successful foundation of your online publicity campaign. First you must **create excellent media-worthy materials**; secondly you must **acquire an up-to-date media list** that is well-matched to your topic. Then you need to **get your media kit discovered** by media contacts who are actively seeking a resource for a story and proactively reach out to those who might be.

### ❶ **Write Media-Worthy Materials**

When writing media kit materials be sure to write them for the MEDIA, not customers. It is very easy to slip into brochure writing style. *If your media release reads like a brochure it will not work.* You are not selling your product/service to the media, nor are they selling it to their audience. They are sharing news, a story, tips, or how to information. If their reader/listener chooses to take action that's fine with them, but they are not your salesperson.

#### Media Kit Materials to Create:

- Media Release - the meat of your materials, the pitch, the story laid out for them
- Details & Background - facts, figures, statistics, basic information they might need
- Spokesperson Bio - information on the person they will be interviewing or quoting
- Question and Answers - set of questions and answers about your story
- Audio / Video Sample - can be a previous interview or something you create

### ❷ **Get a High Quality Contact List**

The world's best written media kit materials will be of no interest to a reporter who doesn't cover your topic. If you are going to send your media kit materials proactively then you must at least ensure you are sending to the correct contacts. Get a good list from a reliable source. The two sources I like the most are: [www.NationalTVShows.com](http://www.NationalTVShows.com) and [www.MediaContactsPro.com](http://www.MediaContactsPro.com).

### ❸ **Get your Story Out There to be Discovered**

The world's best story will probably be of no interest to a reporter who is not already doing a story on your topic. That's why you have to create your materials and put them in a place where the media looks when they need a source ([www.247PressKit.com](http://www.247PressKit.com)). Or you need to get the inside scoop on what reporters are seeking ([www.PRLeadsForYou.com](http://www.PRLeadsForYou.com)). **These are the two easiest ways to get publicity.** After all, the media is seeking you out. How much easier can it get?

You can also submit your media release through online press distribution services. [PRWeb.com](http://PRWeb.com) is the best at this and you can even select the price range that suites your budget.

**TRACK YOUR RESULTS:** Sign up for a Google Alert to stay on top of what happens.

## RESOURCES

❶ Two **sample media releases** you can use as a guide to creating your own media materials are:  
"How to Create a Compelling Social Media Press Release"

Sample Media Release

Go to [HighTechQuickStartGuides.com](http://HighTechQuickStartGuides.com) search for Sample Media Release.

❷ Where to get a media contact list:  
[MediaContactsPro.com](http://MediaContactsPro.com)  
[NationalTVShows.com](http://NationalTVShows.com)  
[listbuilder.bulldogreporter.com](http://listbuilder.bulldogreporter.com)  
[BurrellesLuce.com](http://BurrellesLuce.com)

❸ To get your media kit discovered by the media and get press coverage:  
[247PressKit.com](http://247PressKit.com)  
[PRLeadsForYou.com](http://PRLeadsForYou.com)  
[PRWeb.com](http://PRWeb.com)

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## What Other Quick Start Guides Do you Need?

What else do you need to know how to do quickly and easily with resources at your fingertips?

Please let me know by filling out the quick form on my site. I will do my best to create a QuickStart Guide for you.

Kim Dushinski

*Designed to get you started quickly on your high tech project with essential steps and use-right-now resources at your fingertips.*

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