



5 TOP TIPS for Boosting Media Coverage



5 tips for media coverage

Perfect press releases and interviews done right

In today's fast-paced world, telling your story through the media to build awareness and enhance your reputation can seem harder than ever.

Yet the core principles remain unchanged: identifying strong, newsworthy stories and positioning your company in front of the right audience. Whether it's writing a stellar press release or nailing a challenging media interview, here's our guide to achieving impactful media coverage.

Tip #1 Finding your business news

If you think your company isn't newsworthy or developing a PR strategy feels time-consuming amid other priorities, you're not alone.

But with the help of a PR agency, experienced communicators can pinpoint stories that will catch the media's attention.

Whether it's an innovative product for trade press, a charitable initiative for local media, or thought leadership on trending topics, media coverage should align with your business strategy.

Include key messages and eye-catching photos to enhance your story's appeal.

Tip #2 Crafting the perfect press release

A strong press release starts with a compelling headline and introduction that draw readers in.

Use engaging quotes from key figures in your company to add authority and support your story with well-researched facts and figures, making it credible and relevant.

Lastly, don't forget to include a clear call to action that directs the reader to the next step, whether it's visiting your website or attending an event.

Tip #3 Pitching to the media

A successful pitch starts with a tailored media list of journalists who are relevant to your industry. Warm them up before sending your press release, letting them know the news is coming.

Timing is everything – send your pitch at the right moment in the best way (email with follow-up phone calls for your best stories) and be persistent but polite with follow-ups.

Recognise when it's time to move on if interest doesn't materialise.

Tip #4 The media interview

Preparation is key when facing the media. Start by briefing your spokesperson on the essentials, particularly for broadcast interviews.

Stick to the power of three – focus on three key messages you want to convey.

Tough questions can arise but media training equips you to handle them smoothly, ensuring you stay on track.

Tip #5 Reporting and bonus benefits

Once your media campaign wraps up, compile an Impact Report that measures success against key metrics (KPIs) for your Board.

Focus on the outcomes, not just outputs, to show the value of media efforts.

It doesn't end there. Repurpose content from media coverage into newsletters, blogs or social media posts to extend its lifespan.

And remember, partnering with a PR agency is essential to get the best results and make the most of your media opportunities.

Mastering media coverage doesn't have to be daunting – following these five tips will help you tell your business story with confidence and impact.

Ready to build your brand? Take your first step with PLMR Genesis

Every organisation has their own story to tell and we want more people to hear yours. As the East of England's leading PR and digital marketing agency, we can build positive relationships with your brand to help you grow and succeed.

For over fifteen years we have worked with local and national organisations. Our focus is always the same. We help your story reach a wider audience, foster meaningful conversations and ultimately drive your business objectives in East of England.

As a full-service PR and digital marketing agency, we specialise in finding the best channels to communicate your message.

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Our team of experts includes marketing and communications professionals, former journalists and digital marketing specialists. All of which have a deep-rooted understanding and passion for the East of England. From Suffolk to Cambridgeshire, we know the local media, political stakeholders and the digital landscape within this thriving region.

As part of the PLMR Group, we are backed by a team of over 100 professionals with national expertise, combined with our unique regional insights into the East of England. We offer a distinctive approach that blends local knowledge with the ability to reach audiences on a wider scale.

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