

# Beyond Linkbait

## Media and Blogger Relations

TopRank®  
Online Marketing

Lee Odden - CEO  
TopRankMarketing.com

# Company Stuff



Web Marketing Association's  
**WebAward**

# Walk the Talk



Economist.com

DM NEWS

**TARGET**  
MARKETING

StarTribune

MINNEAPOLIS ST. PAUL  
**BUSINESS JOURNAL**

**BtoB**  
THE MAGAZINE FOR MARKETING STRATEGISTS



Building the bridge between PR and the bottom line.  
**PR**News

**FORTUNE**  
SMALL BUSINESS

TwinCities  
**BUSINESS**

**YAHOO!** SMALL BUSINESS

# PUSH

-

# PULL



**Outreach:**  
Wire Service  
Networking  
Pitching  
RSS



**Optimized:**  
Press Release  
Newsroom  
Social Media  
Media Coverage

# Relationships


# DO's & DON'Ts

Media Relations

Blogger Relations

# DO

## Your homework – be relevant

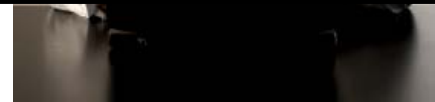
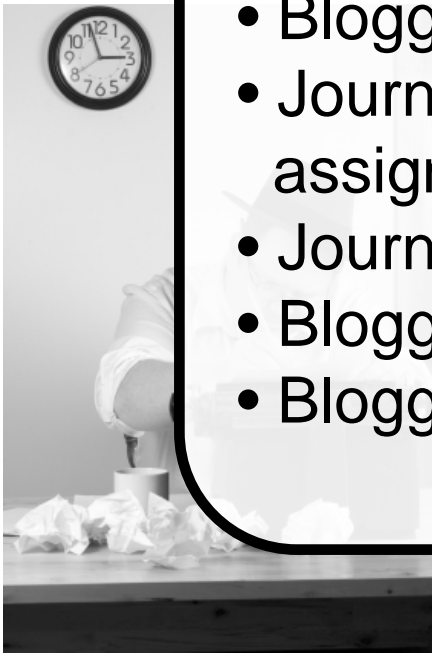
- 
- Biggest complaint: irrelevant pitches
  - Research target market – articles, blog posts
  - Use tools: MyEdcals, Cision
  - Technorati, blogrolls, social media monitoring
  - Journalists' needs: reliable source
  - Bloggers' needs: compelling content

# DO

Understand the difference:

journalists vs bloggers

- Journalists will hang up
- Bloggers will embarrass you
- Journalists research articles according to assigned topics with editorial oversight
- Journalists don't typically link out
- Bloggers tend to write opinion w/o fact checking
- Bloggers like to link out

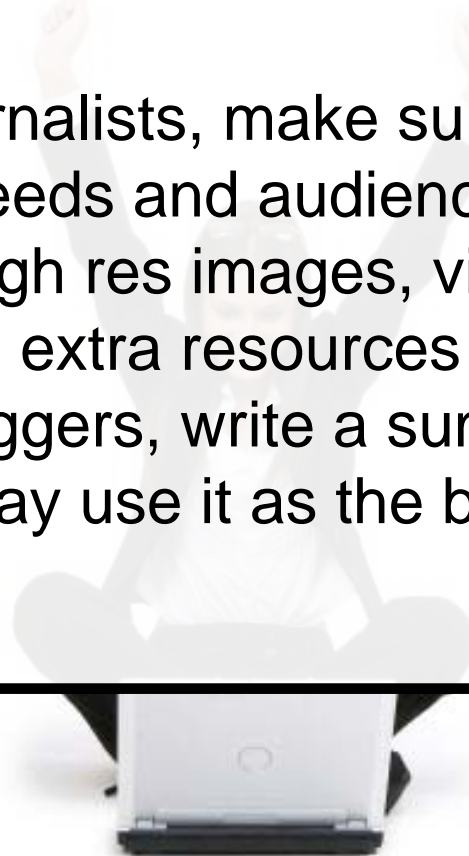




# DO

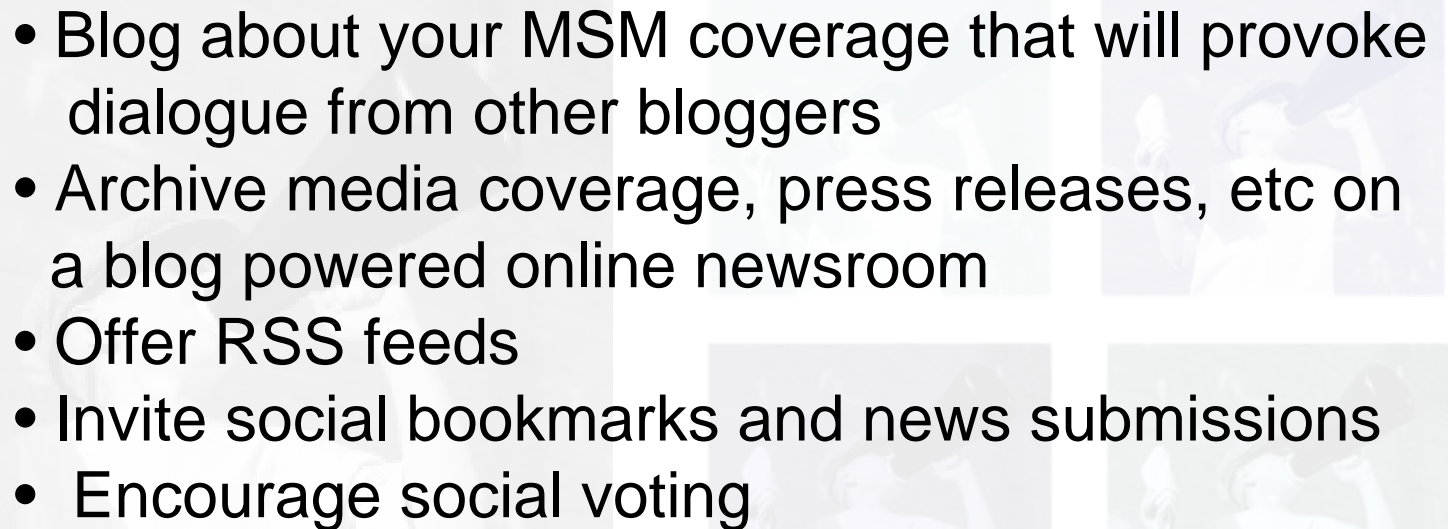
## Make it easy

- For journalists, make sure pitch is meaningful for their needs and audience
- Offer high res images, video or presentations
- Provide extra resources to help write the story
- For bloggers, write a summary of the news  
They may use it as the blog post



# DO

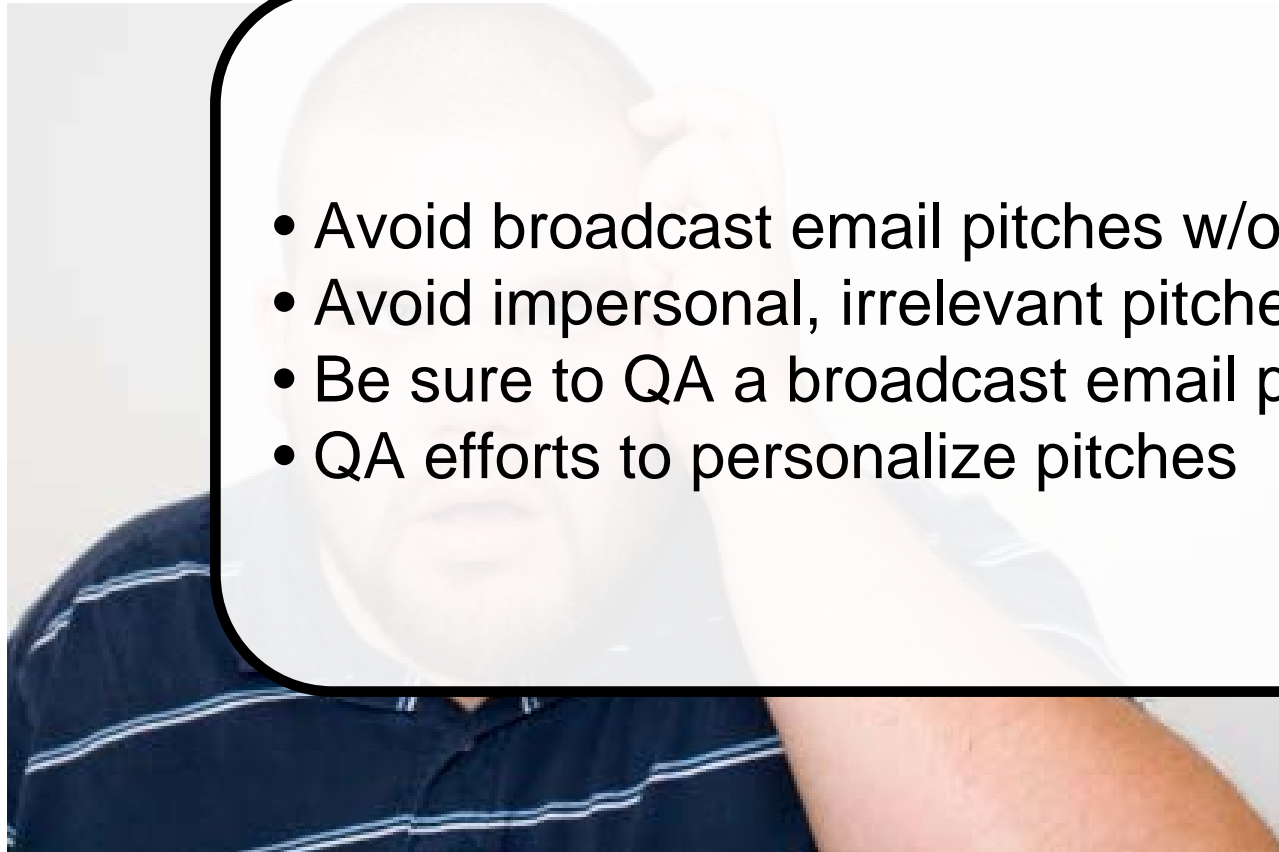
## Publicize your publicity

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- Blog about your MSM coverage that will provoke dialogue from other bloggers
  - Archive media coverage, press releases, etc on a blog powered online newsroom
  - Offer RSS feeds
  - Invite social bookmarks and news submissions
  - Encourage social voting

# DON'T

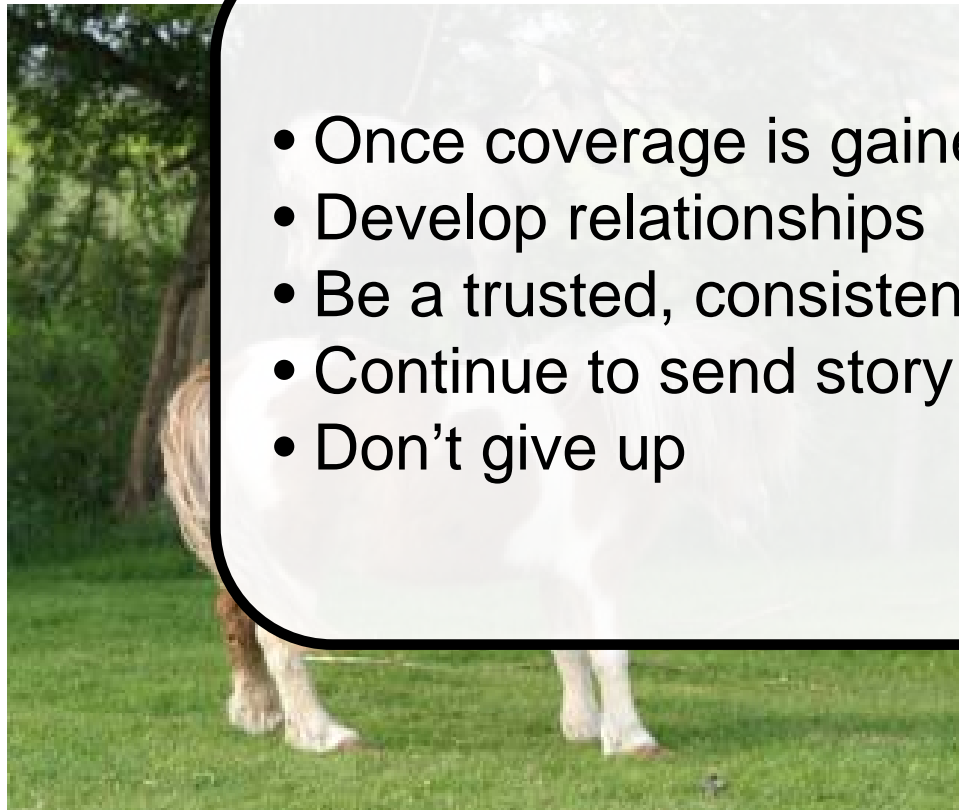
Be sloppy or spammy

- Avoid broadcast email pitches w/o qualifying list
- Avoid impersonal, irrelevant pitches
- Be sure to QA a broadcast email pitch
- QA efforts to personalize pitches



# DON'T

## Be a one trick pony



- Once coverage is gained, keep coming back
- Develop relationships
- Be a trusted, consistent resource
- Continue to send story ideas
- Don't give up

# DON'T

## Be arrogant

- Never assume a journalist “has” to write about your company
- Treating bloggers as second rate helps no one
- Treat influential bloggers as you would MSM
- Skipping lesser known pubs & blogs misses out on links
- Many journalists are also bloggers

# DON'T

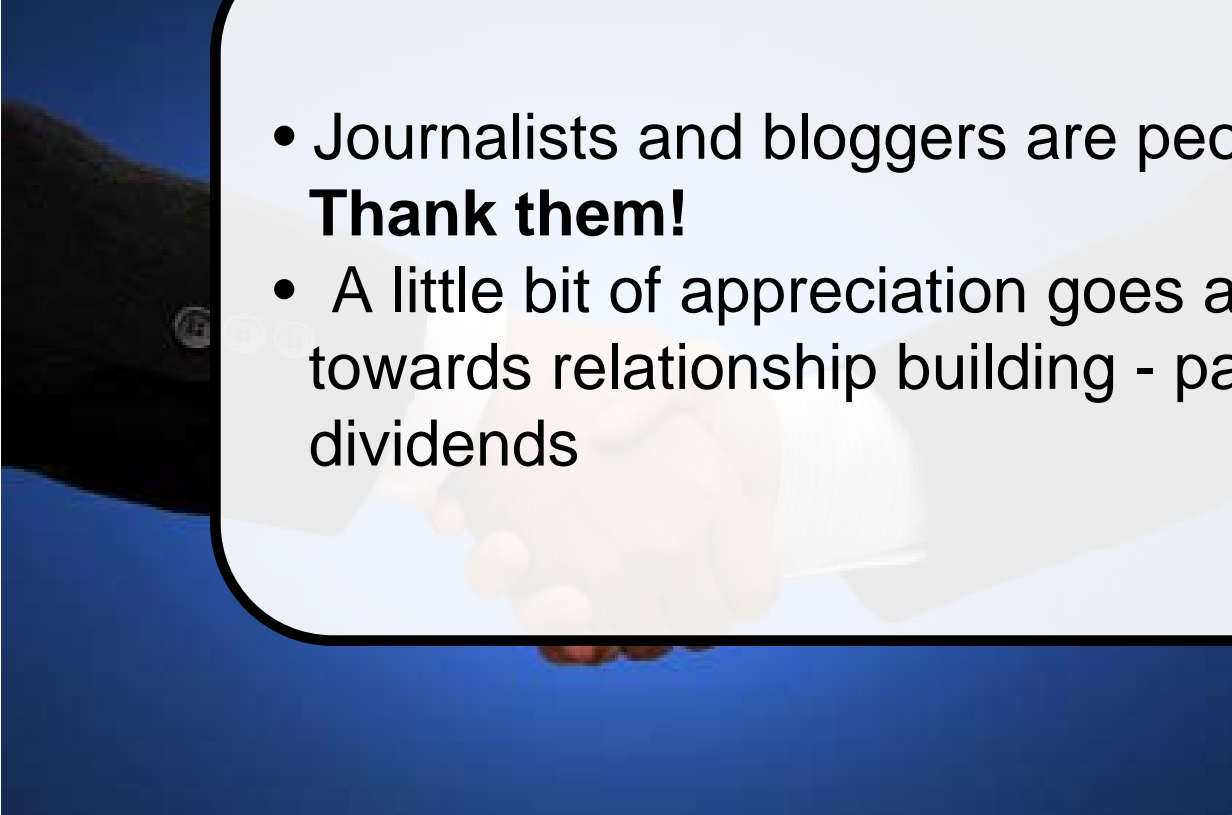
## Ignore multiple promotion channels

- Leverage press releases as pitching and link building tools
- Distribute releases via wire services
- Promote additional media from the story to respective platforms
- Video, images, podcast, bookmarks, microblogs social networks, email and phone

The Twitter logo, featuring the word "twitter" in a light blue, rounded font with a white outline.The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The logo for Search Engine Strategies Conference & Expo, with "Search Engine" in a large, bold, italicized font, "STRATEGIES" in a smaller, bold font below it, and "CONFERENCE & EXPO" in a small, bold font at the bottom.

# DON'T

Forget to say thank you

- 
- Journalists and bloggers are people too  
**Thank them!**
  - A little bit of appreciation goes a long way towards relationship building - paying repeat dividends

# Takeaways

- Do your homework
- Be personal
- Be relevant
- Make it easy
- Develop a relationship



# Thank You

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