

Check Your Process Against These Best Practices!

- Post your press releases in a format that's readable by the search engines, using rich media like videos, infographics and pictures to support your story.
- Perform keyword research to make sure you're using the same words your audience uses to search for your services. Integrate these keywords intelligently into your content.
- Search your brand and services online to see what your customers see. What appears online defines your brand. Create a plan to increase the visibility of your best content.
- Identify the most relevant and influential voices (journalists and non-journalists) who have authority in your industry for the keywords that you care most about. Prioritize and build relationships using their preferred channels.
- Most journalists use Twitter to do their jobs. Create a social media engagement plan that magnifies your reach.
- Measure social, digital and traditional results together as multiple channels improve market penetration. Adjust the mix to improve awareness, efficiency and integration.