



MEDIA MILES CHECKLIST

Your guide to getting the most out of your coverage



Update your website

Create an easily visible “Press” section on your company site that is dedicated to highlighting media coverage. This gives earned coverage a permanent home, making it readily available for all visitors to your website – especially prospects. It also creates a database of coverage that’s easy to reference down the road.



Get social

Sharing is caring. The more you share your earned coverage, the more it will be shared by others, boosting your “Google juice” and driving traffic to your site. Be sure to add in #hashtags and \$cashtags where permissible.



Collateralize

Incorporate media coverage into your marketing efforts. It provides instant credibility! This includes, but is not limited to, email blasts, brochures, webinars, etc. If you’re covering a topic on a webinar that you’ve also addressed with the media, let participants know that they can reference that coverage for additional information.



Coordinate with content

Didn’t get to tell the whole story in your recent interview? Use your media coverage as the basis for a blog post and/or newsletter that elaborates on the topic. After all, content is king.



Get physical

Have some standout pieces of coverage that you’re especially proud of? Get the physical copies of the articles (this might require you to purchase reprints) and frame them in your office lobby so that they’re easily visible by clients and prospects entering your workplace. Also, create a running loop of TV appearances that visitors will see. Other ideas include creating a portfolio book of coverage for visitors to page through and/or a digital photo frame that cycles through a reel of recent coverage.



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Arm the troops

Coverage builds credibility. Before your sales staff hits the road, be sure to stock their folders with notable coverage pieces to leave behind. Same goes for conferences. If your firm is being represented on the conference circuit, be sure to showcase your recent coverage there as well.



Update bios

Be proud of your earned coverage! Include key outlets that have featured you in your bio so that when prospects read up on your credentials, they're also seeing these third party stamps of accreditation. Additionally, include standout pieces of coverage in your email signature.



Recycle

If you've been featured in a story about a topic that is still relevant, use the steps above to recycle it from time to time to get the most mileage that you can.

**Please note that these suggestions are meant to serve as a guide. Be sure to consult your compliance authority and media outlets as necessary to receive any required permissions before following these steps.*