

Tips for Touting

Good publicity for your agency is worth its weight in gold, but understanding what's newsworthy and how to share that news with the world can be a challenge. These tips can help.

So, what's worth sharing?

- **Conflict:** Basic good drama. Bad guy vs. good guy or big vs. little.
- **Prominence:** Well-known people and/or business.
- **Proximity:** News occurring in the media's backyard.
- **Impact:** How many people the news affects.
- **Timeliness:** Happening right now.
- **Surprise:** A departure from the norm.
- **Something new:** "Firsts" – buildings, products, people.
- **Trends:** Surveys, changes, what will be news next week.
- **Something useful:** Answers the "How will this affect my life?" question.
- **Evidence, solid facts:** Prominent research.
- **Experts:** Doctors, professors.

When your agency has something newsworthy to share, the first step is to craft it into a press release:

- Start with an attention-grabbing headline.
- Include contact name, phone number and email at the top of the release.
- Be direct and to the point, using short paragraphs (no more than four lines each).
- Include a short About Us/company boilerplate at the end of the release.
- Research editors at your local newspapers, business journals and local magazines. Include a short introduction in your email stating what you would like them to do with the included release.

Then, share, share, and share some more:

- **On your website:** Create a news/awards page on your site to house press releases, awards and other newsworthy items.
- **On social media:** Share throughout both your personal and company social media sites: Facebook, Twitter, LinkedIn, Google+, etc. And always include a visual or video to make your post more eye-catching.
- **In your newsletter:** Include a link to your news/awards page of your website so readers can learn more—and help boost your SEO.
- **In your emails:** If your agency has received an award, add a mention or graphic to your email signature.

Need more tips and assistance in getting your word out? **corecubed** can help! Contact us at 800.370.6580 x1, email info@corecubed.com or visit us at corecubed.com.