

PR Strategies to Get Your Brand On Air and Raise Your Visibility


10 Point Checklist

Christine Haas

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"You've got to find some way to make yourself relevant whatever the news might be."

CHRISTINE HAAS

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Make a list of the things that your company or cause is doing that could be newsworthy. What are some problems that you have the answer to? Think of things from your own business plan that could educate and inform the reporter and their viewers.
- Be bold! Find a reporter who has covered stories similar to the ones you would like to pitch, reach out to them, compliment them on their work, introduce yourself and let them know you could help them, maybe even invite them for coffee.
- Are you prepared to do a video interview or appearance? Practice your on camera skills, even by just using your phone to film yourself.
- Commit to doing a video at least every week for your business marketing. This will give you on-camera practice for when the time comes for you to go on air with the big guys.
- Go check out CNN iReport and submit a contribution - you may get featured.
- Look at your marketing and brand management strategies. How can a targeted and visually impactful video help you achieve those objectives?
- Take time to consider all of the ways that people encounter you or hear about you. Are they all positive? Are they all as complete as you would like? Develop a plan to use media to elevate your brand.
- Evaluate your target demographic. What are those people watching, reading, and listening to? What are the media opportunities to reach these people in those places?
- Are you writing regularly? Commit to writing for your own blog at least once a week. In the next week reach out to three other bloggers and offer to write a guest post.
- Go check out the amazing content on Christine's websites, Digital Marketer and Christine Haas Media to learn more about PR, brand management, media relations, and many more marketing tips.