

Media Exposure Leveraging Guide

EMAIL AND SOCIAL MEDIA CAMPAIGNS THAT POSITION YOU AS
THE CELEBRITY IN YOUR MARKETPLACE AND DRIVE PERFECT
PROSPECTS TO BUY FROM YOU



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Introduction

You're in the news! Congratulations!

Don't let the excitement stop with the media mention, though. You need to leverage that exposure and extend your credibility as a trusted authority and influencer by making sure as many people in your target audience as possible know about this.

Here are 16 ways you can leverage your media exposure to ensure you get the biggest bang for your buck.

Media Releases

1

Create a media room on your web site

On this page, cite your media mentions, media releases, television appearances, radio show/podcast appearances, telesummit appearances, etc.

2

One citation is enough

When you add your media release to your media room, cite only one mention per authority release. Don't mention all 200 placements of your release distribution report. Pick the one you think will be most useful to you. I strongly encourage you to pick the one on Authority Presswire, as that is the one I can guarantee will not disappear over time.

Media Releases

3

Contact industry leaders

Send media release to industry leaders like journalists who cover your industry, bloggers, "gurus," potential JV partners, trade magazines, and group owners on LinkedIn.

4

Distribute to your local news media

Send media release to your local newspapers, magazines and broadcast media outlets.

Media Releases

5

Linkedin Articles

Publish your authority media release as an article on LinkedIn.

6

Social Media Humble Brag #1

Take a screenshot of one of the media mentions that looks good and post it on one of your social media accounts with humble brag message like:

"I'm so honored that <fill in media outlet> ran a story about me. Thanks so much for your support over the years. If you want to hear what they're talking about, visit <link URL here>."

Use a screenshot of the page to attach to your social media post.

Media Releases

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Social Media Humble Brag #2, #3 and #4

"Hey, I was lucky enough to be seen on <media outlet>. If you want to hear what they're saying, visit <link URL here>."

"Wow, I'm blown away! <Media outlet> ran a story about me. If you'd like to check out what they're talking about, visit <link URL here>."

"Great media coverage on my new <fill in blank here> <link URL to one media citation>



The image shows a social media post by Mike Saunders, posted 4 hours ago on Sprout Social. The post text reads: "Great media coverage on my new course: 'Interviewing Influencers'" followed by a link: <http://bit.ly/10M51mV>. Below the post is a screenshot of a news article from WHDH.COM (7 NEWS). The article title is "New Influencer Marketing Course Teaches How to Instantly Boost Credibility by Tapping the Power of Interviewing Industry Influencers". The article is dated May 03, 2016, 1:17 PM MDT. The snippet of the article text reads: "New step-by-step influencer marketing course teaches the proven system for quickly establishing authority in an industry, even starting out as an unknown in the space. Marketing expert recently launched a new course about interviewing influencers to help build reputation. Mike Saunders, who is an MBA, business strategist, author, marketing adjunct professor and marketing coach and consultant, has written a guide entitled, 'Building Your Reputation and Authority by Interviewing Influencers.' Saunders believes there is a quick and easy way to build reputation in business. The answer, he claims, is

Media Releases

8

Send to your email list

Send humble brag email to your email list.

9

Add to your autoresponder series

Add this media mention in automated followup in your autoresponder series. In the 3rd or 4th message of the series, mention that you were recently featured in XXX media.

10

Repost

Repost one instance of your Authority Media Release once a week or so for the next 60 days, unless you have a newer Authority Media release to promote in that time.

Social Media Profile

11

Use of revised social media profile image

Put revamped social media profile on your web site, social media profiles, business proposals, business card, marketing materials, videos, office walls, video bottom-thirds, and anywhere that people will see them and associate these brands with you.



As Seen on Banner

12

Create As Seen on Banner

Add the "As Seen On" or "Featured On" information to your email signature, your business card or your website's lead magnet..

FEATURED ON:



Podcast and Radio Episodes

13

Add to your media page

Put a link to the podcast episode on your media page.

14

Embed media player

Embed the media player for the episode into your media page or speaking page so that other show hosts can get a sense of what you are like as a guest.

Podcast and Radio Episodes

15

Publish the link

Publish a link to your podcast episode in your social media profiles. Rather than saying, "Listen to my interview with XYZ," give a compelling reason to listen to the episode by noting something you revealed in your interview, like "Listen to this episode to discover the strategy that converts 30% better than blog posts" or "Listen as I discuss the 5 biggest mistakes consumers make when choosing a teeth whitening system."

16

Repost the episode link

Repost the link to your podcast episode every 30 days along with a tip of why someone should listen to the episode.



About Donna Gunter

As President of Fresh Ideas Marketing, I help microbusiness owners rejuvenate their marketing with innovative ideas and strategies positioning them for massive growth.

If you have a limited perspective of what to do to bring attention to your business, are "boiling in your own soup" and can't seem to get out of a marketing rut, or if your business growth has slowed or become stagnant and you aren't sure what to do to reignite that growth, let us help!

[Set up a 1:1 Marketing Rescue Session with me and you'll come away with at least 3 ideas that will help you grow your business.](#)