STEP 1
DETERMINE OBJECTIVES

- **Brand awareness**
- **3rd party credibility**
- **Legitimize**
- **SERPs**
- **New prospects**
- **Marketing reach**
- **Attention**

ECONOMICS OF PUBLICITY

The ecosystem

Consumer-advertiser loyalty continuum

STEP 2
SELECT DISTRIBUTION CHANNELS

- **Research**
- **Alexa rank**
- **Beat**
- **Region**
- **Angles**
- **Demography**
- **Tone**
- **Style & format**
- **Prior contact**
- **Pervious publication**
- **Popularity**
- **Comments**
- **Views**

STEP 3
GATHER PUBLICITY STORIES

PULL OPPORTUNITIES
- Call outs
- Twitter
- News jacking

PUSH OPPORTUNITIES
- Evergreen content
- Expanded content

RISK
- Risk assessment
- Risk mitigation
- Crisis management
- Reputation management

STEP 4
STORY PITCHING

- **Initial contact**
- **Build good will**
- **Brief pitch**

Interested? NO

PITCH FOLLOW-UP
Expanded content

Interested? YES

Interested? YES

Interested? YES

Need more info? YES

INTERVIEW
Preparation Talking points

Write Press Release
Format Structure & elements

STEP 5
PUBLISHED!

STEP 6
ACKNOWLEDGE PUBLICATION

- **Build leverage**
- **Internal networks**
- **Purchase ads**

STEP 7
EVALUATE PUBLICITY

- **Alerts**
- **Hashtags**
- **Metrics**
- **Summary**