



Propllr^Y

Amplify Your Wins

The Startup's Guide
to Promoting PR
Placements

Raise your hand if this sounds familiar:

You're paying money for a PR program and you're getting regular PR placements – founder interviews, contributed articles, quotes in roundups, trend articles, etc.

But you're not sure whether those wins are doing as much as they could to improve your bottom line – and you're also not sure how to change that.

If this describes your startup, you're not alone.

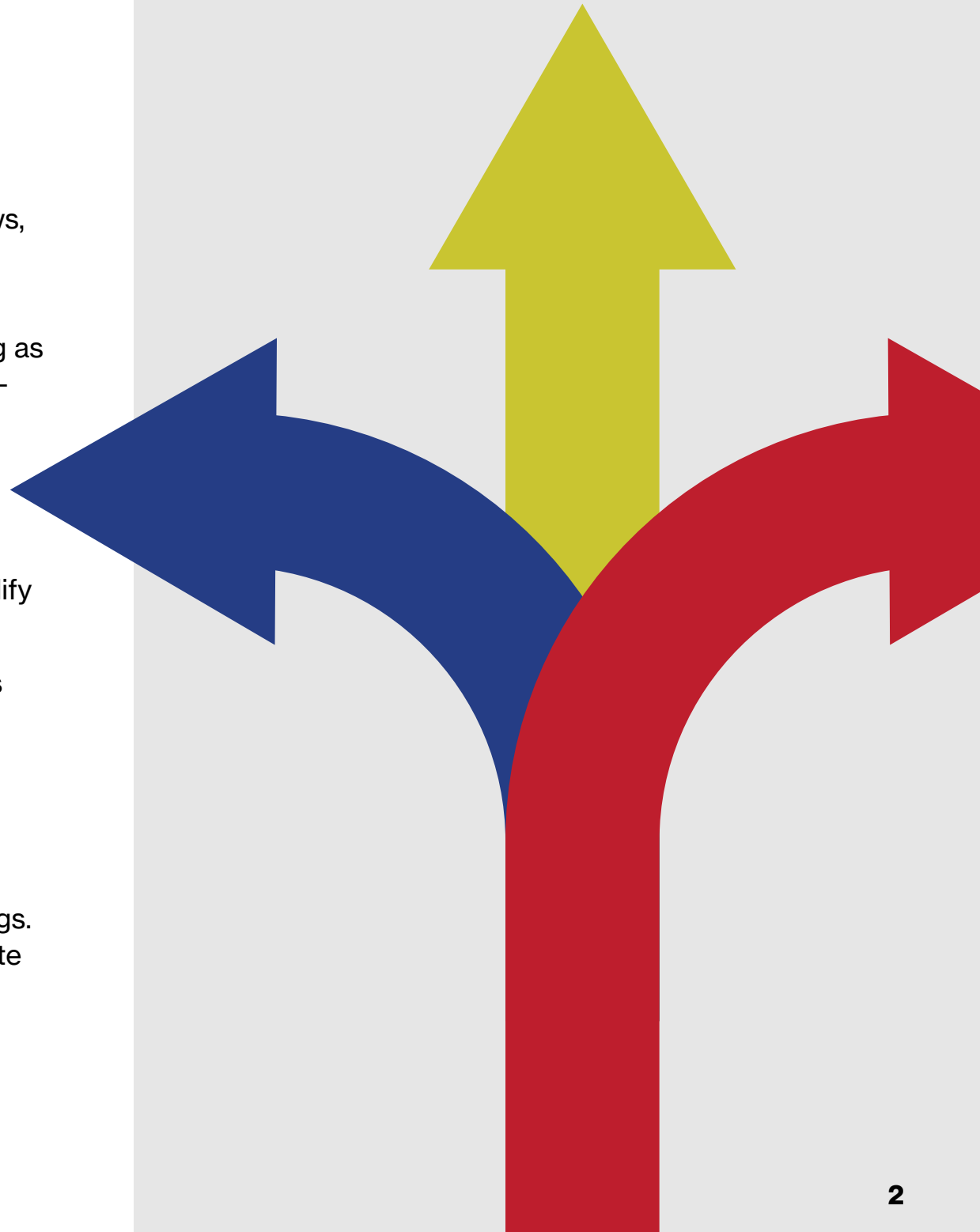
And we're here to help!

Because you're right: you do need a plan to amplify your PR wins. They help your startup earn...

- **Greater awareness** for your company and its product or service.
- **More credibility** for your brand.
- **Stronger engagement** with your target audiences.

We know startup marketing teams (sometimes teams of one) are already juggling too many things. So we put together this guide to help you promote and use your PR wins so that they raise your company's profile long after their initial run date.

Let's get into it!



The PR Promotion Guide:

How to Amplify Your PR Wins

This guide helps startup marketing teams leverage every PR win.

It outlines exactly how to create the assets you need to amplify those wins and includes examples of what works (mostly from our clients).

The PR Promotion Guide focuses on seven opportunities to amplify your PR:

1. Your company website
2. Speaking opportunities
3. Social media
4. Email
5. Sales enablement materials
6. Internal communications
7. Personal channels

And because we know you're busy, we offer two roadmaps.

The first roadmap is for the best-case scenario. It's a zero-waste approach to amplifying PR wins. The second outlines a skeleton promotion plan. That one's for you if you're strapped for time.

After implementing these tactics for a while, we expect that you'll start seeing some or all of the following, depending on which channels you focus on:

- Increased referral traffic
- Shortened sales cycles
- More lead conversions on your website
- Increased social engagement

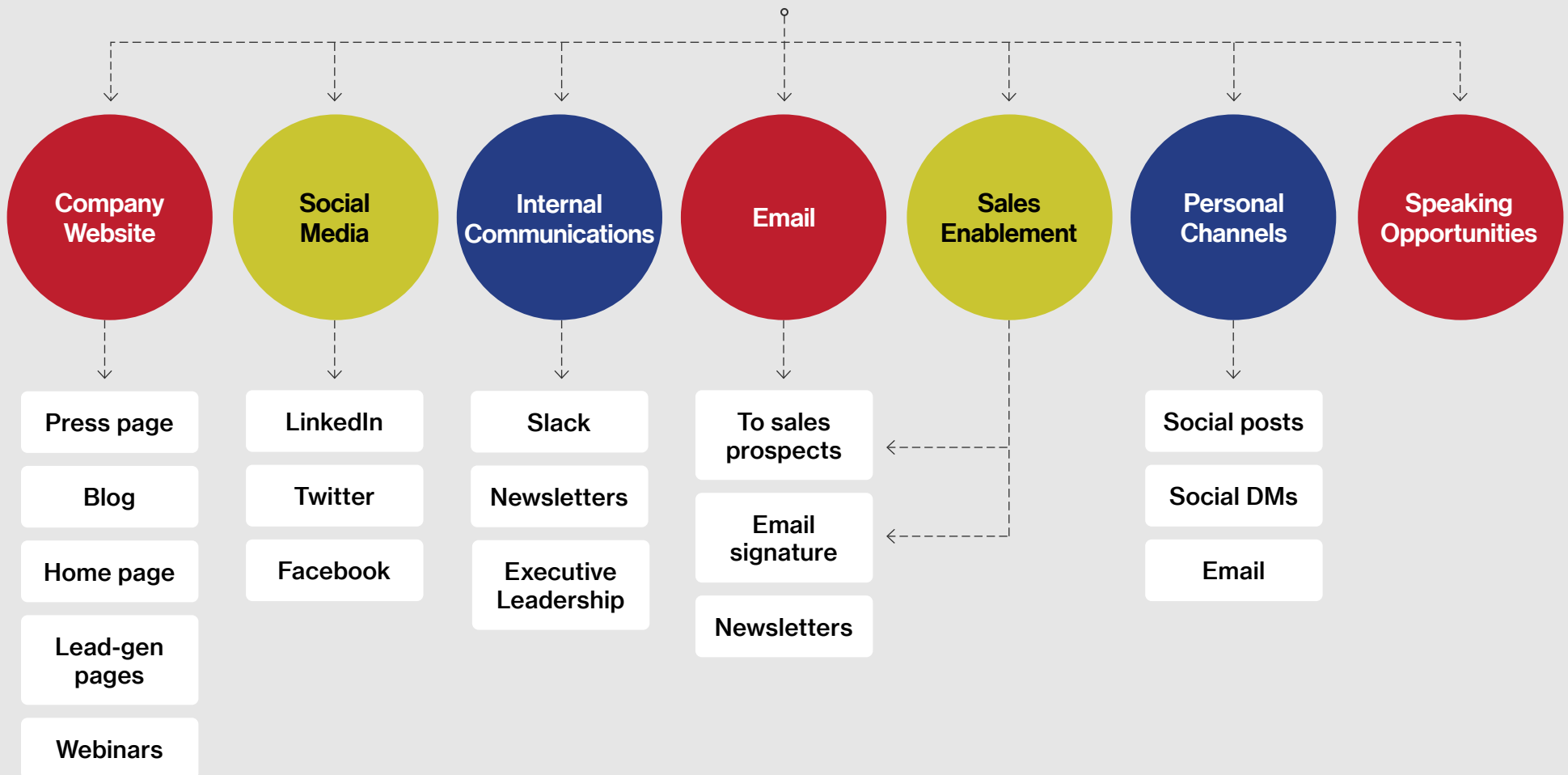
You may even start getting inbound requests – from reporters, potential employees, potential customers, and even potential investors.

All right. Enough explaining. Scroll on for the actual flowchart, plus detailed explanations of how to execute each amplification strategy it outlines.

Best-Case Scenario

THE PR PROMOTION GUIDE

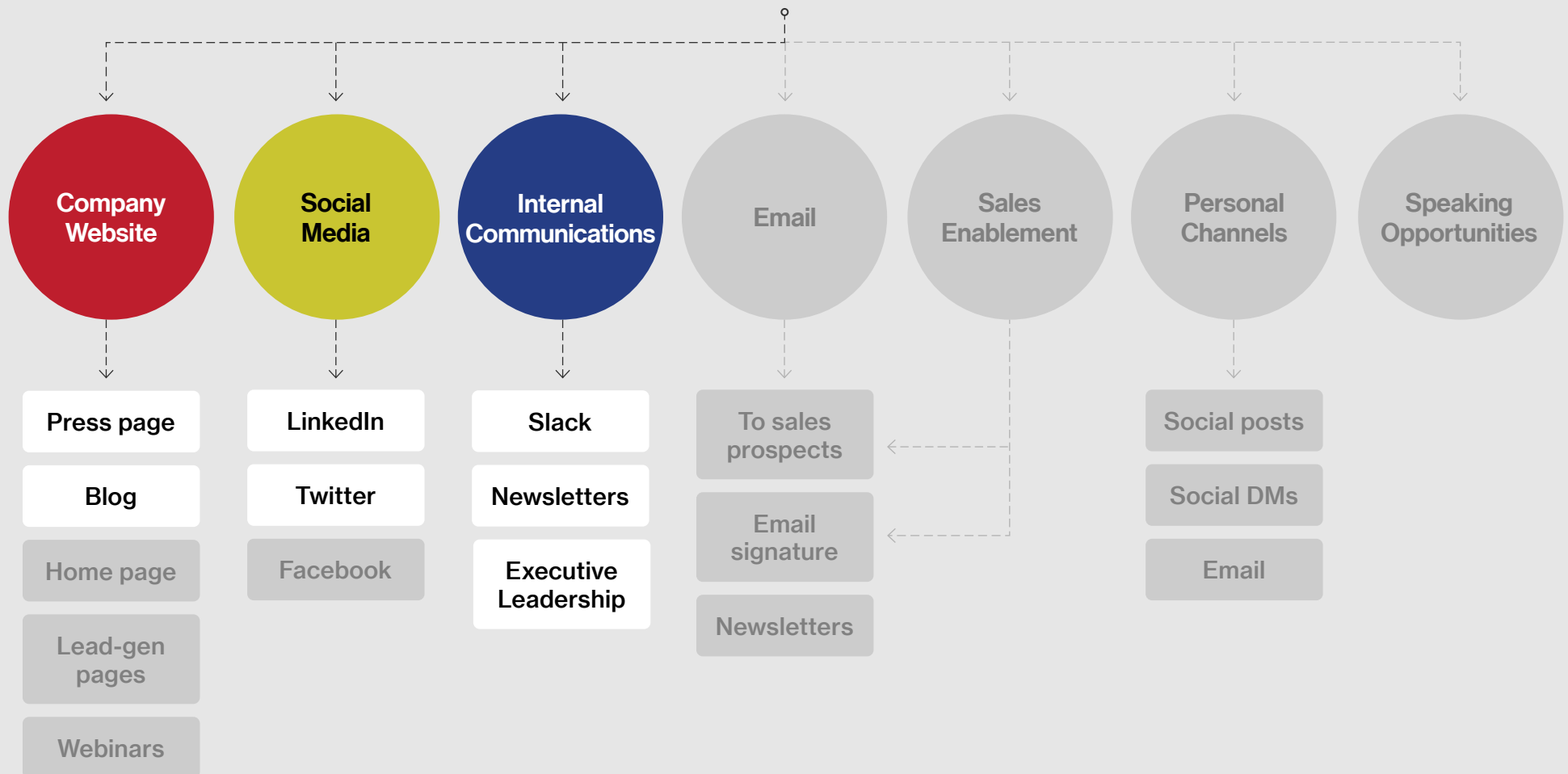
PR Placement



If You're Strapped for Time

THE MINI PR PROMOTION GUIDE

PR Placement



Promotion Channel #1:

Company Website

METRICS TO WATCH

- ✓ CTA clicks
- ✓ Organic traffic to site
- ✓ Time on site
- ✓ Bounce rate

As soon as your PR placement runs, your first step in driving more eyes to the story should be promoting the article on your website. That way, customers, prospects, and employees can easily find it.

For maximum impact, promote the placement in these five ways.

1. Press page
2. Home page
3. Landing pages
4. Company blog
5. Webinars, Podcasts, etc.

Press page

Press pages (or “news” or “media” pages) are a great way to aggregate all media placements in one central location on your website.

The best press pages include...

- The publication’s logo.
- A short description of or highlights from the article, including a summary and key quotes from your thought leader(s).
- A link to the original article, often via a “read more” button.

Strong press pages boost credibility for your brand by showing site visitors that relevant media organizations have invested time and energy in covering you. This signals that you’re worth that time and attention.

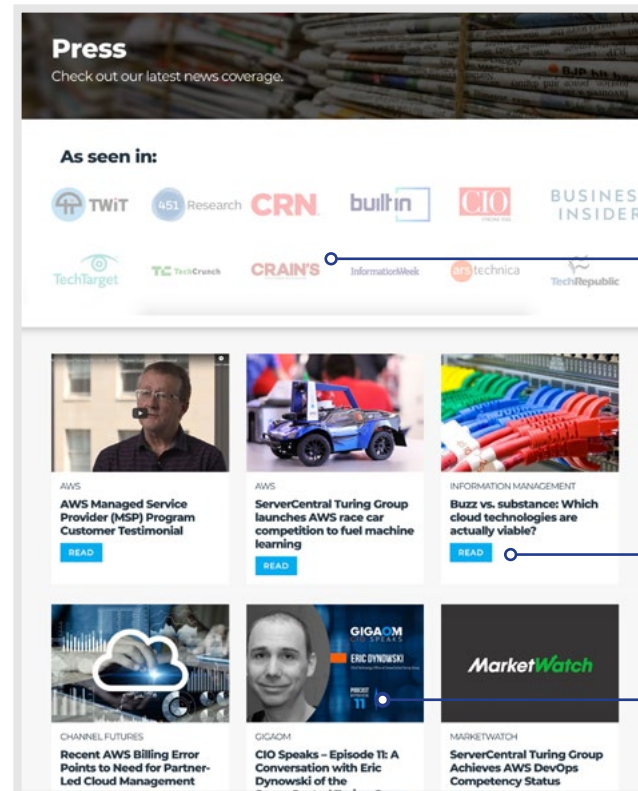
- **Relevant Metrics**
- A press page may increase the **time visitors spend on your site** and the **number of pages visitors view**.

Here are some of our favorites:

Example 1: ServerCentral Turing Group (SCTG)

The [press page](#) for this IT consulting shop has a lot going for it:

- Relevant media logos presented at the top of the page for instant credibility.
- A clear call to “Read” the full article; all links to original PR placements open in a new tab, to prevent site visitors from leaving the SCTG site entirely.
- A compelling image to accompany each placement.



Media logos add instant credibility

“Read” button opens full article in a new tab

All placements feature an eye-catching image

Press page



As you craft your website's press page, keep in mind that there's no need to reinvent the wheel. Find an example you like and copy what works!

Example 2: NanoGraf

What to steal from this [press page](#):

- Include a preview of featured articles so visitors know which ones they most want to read.
- Superimpose media logos over a brand image for a more consistent look.



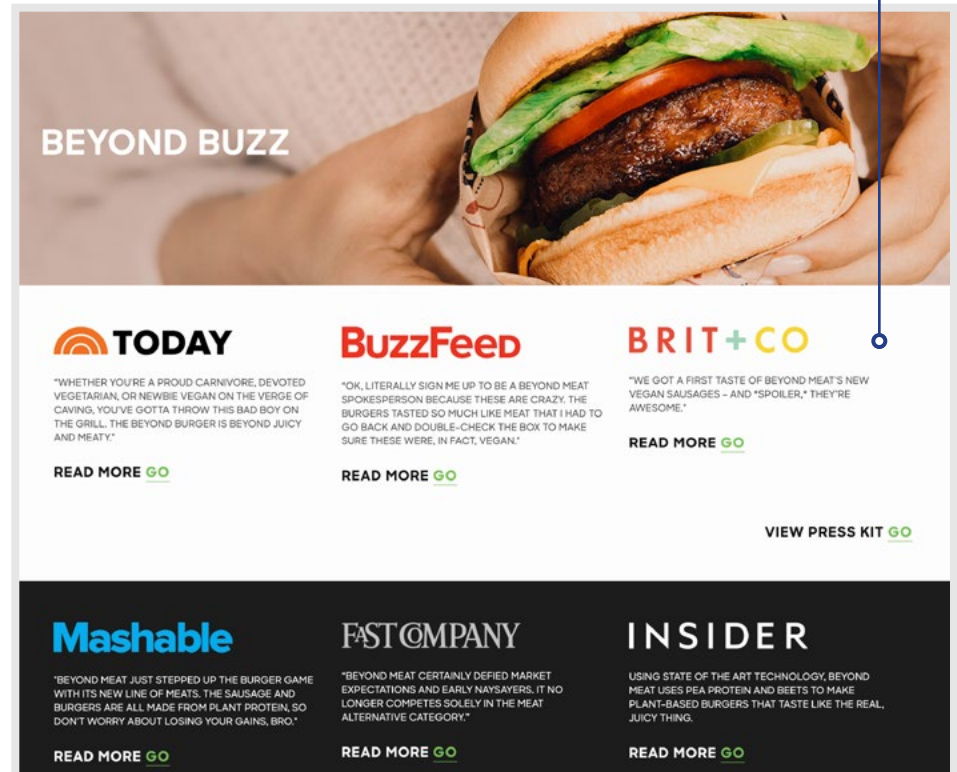
Feature an article's first paragraph to help readers decide what to click

Add a brand image below media logos to unify featured messages

Example 3: Beyond Meat

In addition to featuring key logos, Beyond Meat's [press page](#) features compelling quotes from each article featured. The result: the press page almost doubles as a testimonials page.

Show the most compelling quote from the article so the press page almost doubles as a testimonials page



Homepage

When you get PR placements in big-name publications (TechCrunch, WSJ, Fortune, Bloomberg, important industry trades), consider adding those media logos to your homepage.

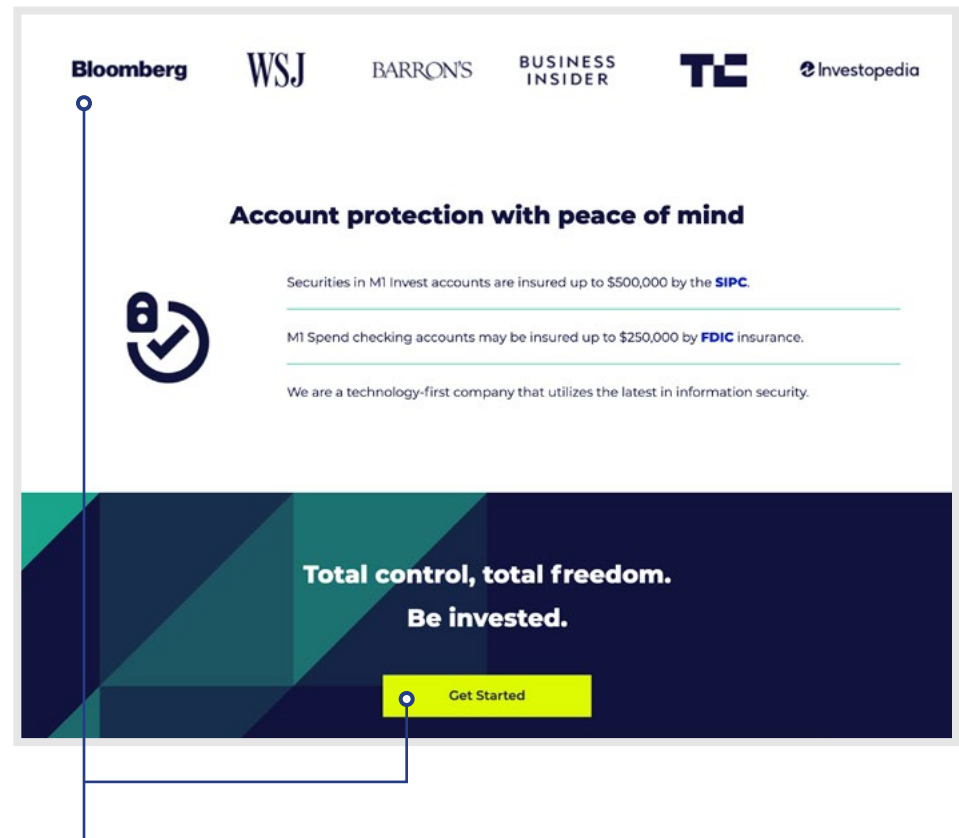
We also recommend making these logos clickable so they redirect to the original article (in a new tab, of course!).

- **Relevant Metrics**
- Putting media logos on your homepage can help
- **increase click-throughs on CTAs.**

Let's take a look at some examples.

Example 1: M1 Finance

M1 Finance's homepage features top-tier media logos just before a final call to action.

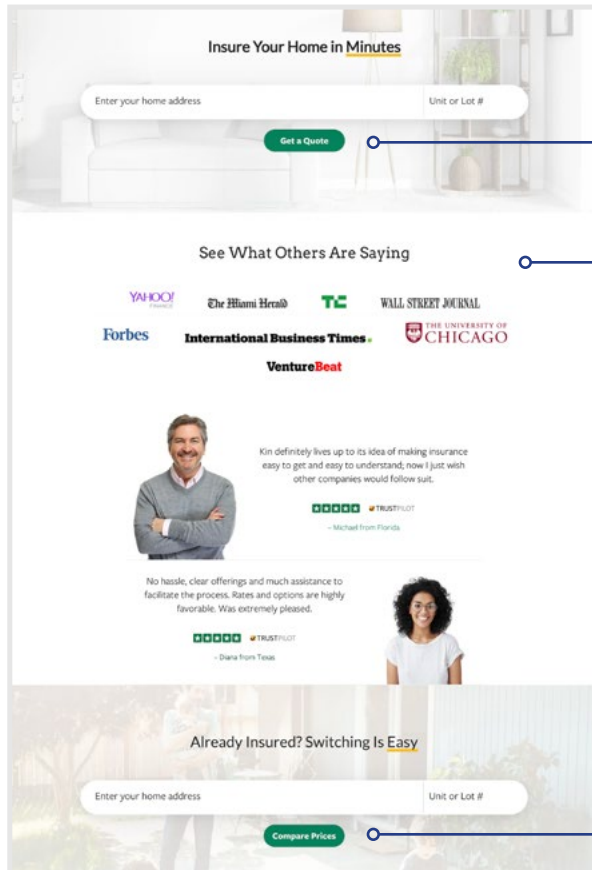


Top-tier media logos
before a final CTA

Homepage

Example 2: Kin

Kin's homepage includes top-tier media logos sandwiched between two CTAs.



Remember: when you link to a site besides your own, make sure the link opens in a new tab. This boosts your credibility without sending visitors away from your site.

Landing Pages

On pages meant to turn visitors into leads, featuring evidence of your PR placements can boost your brand's credibility among your target audience.

The key to success here is being strategic.

The best candidates for featuring PR placements are landing pages where you need that credibility boost.

Why?

Because featuring PR placements shows your audience that you're legitimate enough for respected publications to cover you, which helps gain that audience's trust.

Other ways you can boost credibility by adding PR wins to a lead-gen page:

- Link key words or phrases on the page to contributed articles, interviews, and Q+As to show your expertise.
- Use visually appealing callout boxes or sidebars to highlight a placement that a visitor might find helpful or informative.
- Include a “Further Reading” or “Featured Resources” (see below) section to communicate to visitors that your brand is a leading voice in your space. *Note: prevent visitors from leaving your site by sending them first to an article recap on your blog or news page.*

- **Relevant Metrics**

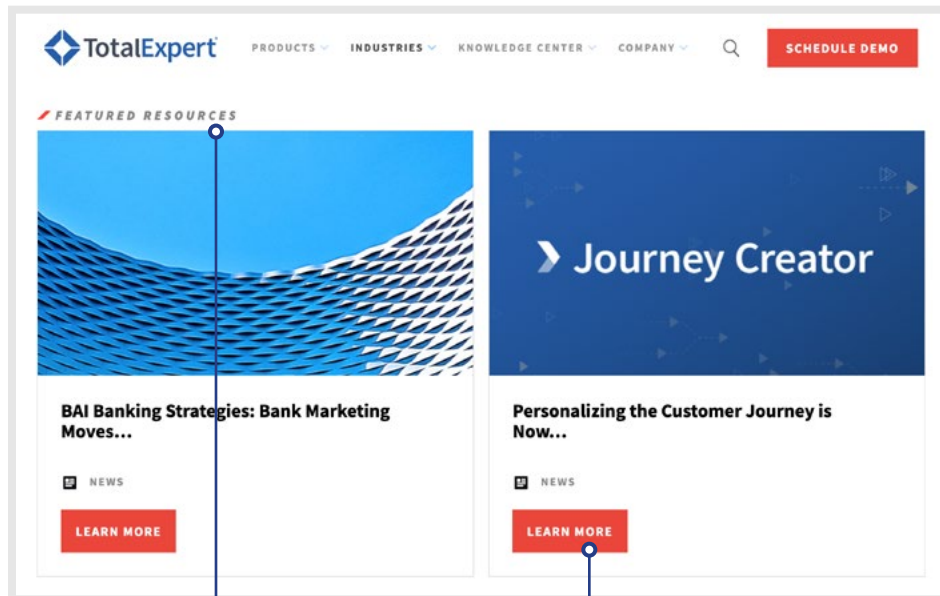
- If you include PR wins on a lead-gen page, **consider A / B testing** to make sure they aren't negatively impacting click-throughs on your main CTAs.

Landing Pages

Example: Total Expert

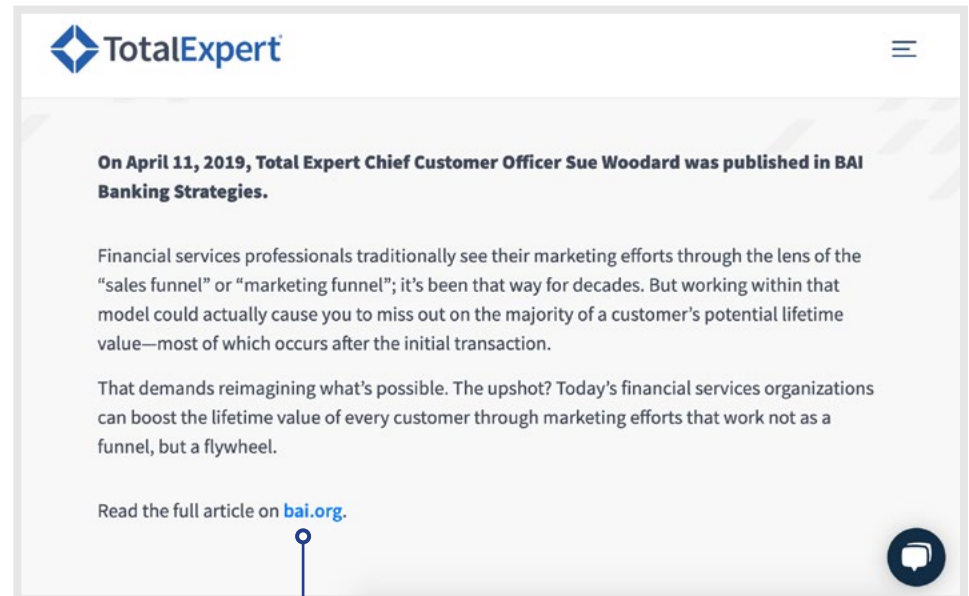
Total Expert offers a great example of when to feature PR placements on a landing page:

- Its [retail banking landing page](#) has a “Featured Resources” callout section at the bottom.
- Clicking on the featured article takes you to another page on the Total Expert site with a summary of the article.
- From there, you can click off site to the original.



“Featured Resources” on the retail banking landing page highlight PR placements related to retail banking

The “Learn More” button points to an internal page summarizing the article



Internal page points to the original article

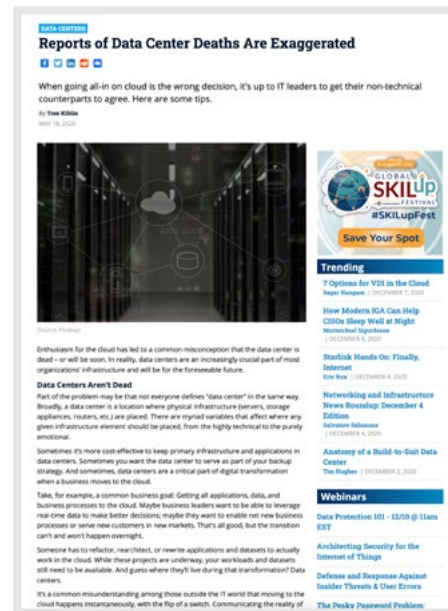
Company Blog

A company blog is another great place to amplify PR wins on your company website. There are a few ways to do this:

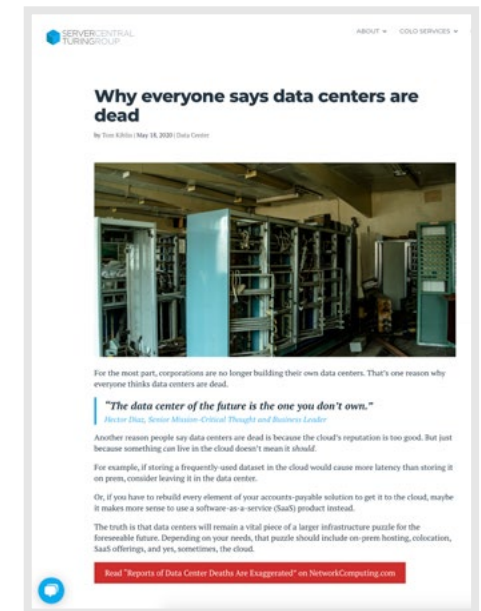
- **Write a blog post that dives deeper into the topic** covered in the PR win. In it, you can link to the PR placement and offer context for how the blog post expands on the original placement.
- **Create a blog post that includes a summary of the PR placement** and a link to the original. (See example below.)
- **Publish the exact text of the original article** with a note about where it originally ran. Note: if you do this, be sure to include a canonical link to the original in the post's HTML. This prevents you from getting a duplicate content penalty from Google.
- **Post “media roundups” monthly.** Feature summaries of and links to recent placements. This may work well if you’ve got a smaller team and can’t dedicate as much time to website-based amplification.

- **Relevant Metrics**
- Promoting PR wins on a blog can help **drive organic traffic** to your site.

Example: ServerCentral Turing Group



PR placement in Network Computing



Adapted blog post with link to the original

Webinars, Podcasts, Etc.

Don't limit yourself to amplification via the written word!

You can also use PR placements as the foundation of a company webinar, leveraging their content and credibility to draw an audience.

For example, if your placement in CIO.com was about how chief information officers can navigate office politics, your webinar might cover the five conversations every CIO needs to have with the C-suite.

- **Relevant Metrics**
- Repurposing PR wins into webinars can help **grow**
- **your lead database** via webinar signups.



In addition to linking to the original PR placement from the webinar's landing page, consider including a "Further Reading" section that features other resources on the topic. This positions your business as a thought leader and source of knowledge in the space.

Example: CognosHR

The screenshot shows the 'Knowledge Center' page of CognosHR. On the left is a navigation menu with links to 'BLOG', 'PRESS & NEWS', 'CASE STUDIES', and 'WEBINARS'. The main content area features a heading 'STARTUP WORKSHOP: HOW DIVERSITY & INCLUSION CAN HELP YOU SUCCEED - WEDNESDAY, JULY 29TH, 2020'. Below this is a paragraph describing the webinar. At the bottom, there are two links: 'RECORDING OF DEI WEBINAR FOR STARTUPS' and 'SLIDES FROM THIS WEBINAR'. A blue line with a circle at the end points from the text 'CognosHR hosts a webinar on DE&I' to the webinar announcement.

CognosHR hosts a webinar on DE&I

The screenshot shows a Forbes article titled 'A Year Of Change For D&I Initiatives: Q&A With Aleria's Lisa Magill'. The article is dated 'Oct 20, 2020, 04:11pm EDT' and has '666 views'. The author is 'Robert Cerone, Contributor @ Leadership Strategy', with a bio stating 'I cover HR and management practices that improve business performance.' The article text begins with 'This has been a transformational year for American companies.' and continues with 'Between the arrival of COVID-19 and the social unrest sparked by the killing of George Floyd, HR leaders and C-suites have found themselves asking how to do the right thing to support their employees in this tumultuous time.' A photo of Lisa Magill is shown on the right. A blue line with a circle at the end points from the text 'CognosHR adapts webinar content into an article' to the article title.

CognosHR adapts webinar content into an article

Promotion Channel #2:

Social Media

METRICS TO WATCH

- ✓ Followers
- ✓ Engagement
- ✓ Referral traffic

Promoting your startup's PR wins on social media can do a lot to raise their profile. For maximum impact, make sure you're both boosting placements from your company profile and encouraging employees and thought leaders to promote via their personal profiles.

Using social channels to amplify PR wins lets you...

- 1. Grow engagement:** You can see which placements resonate most and base future outreach to reporters on those insights.
- 2. Boost credibility:** Media coverage adds credibility.
- 3. Highlight core messages:** Feature the most impactful and relevant information for your audience.

Tailor your core messages and visuals to the platforms your audiences are active on – LinkedIn, Twitter, Facebook, Instagram, etc.

And don't just link to the article. Regardless of platform, images can boost the visibility of

your post. If you've got the capacity to create custom graphics to accompany some posts, we recommend including...

- A headshot of the thought leader who's featured.
- A compelling quote or key stat from the article.
- The publication's logo.
- Your company logo and / or branding.

And of course, any time you promote a placement, be sure to link to it! That's one of the easiest ways you can boost credibility among your network.

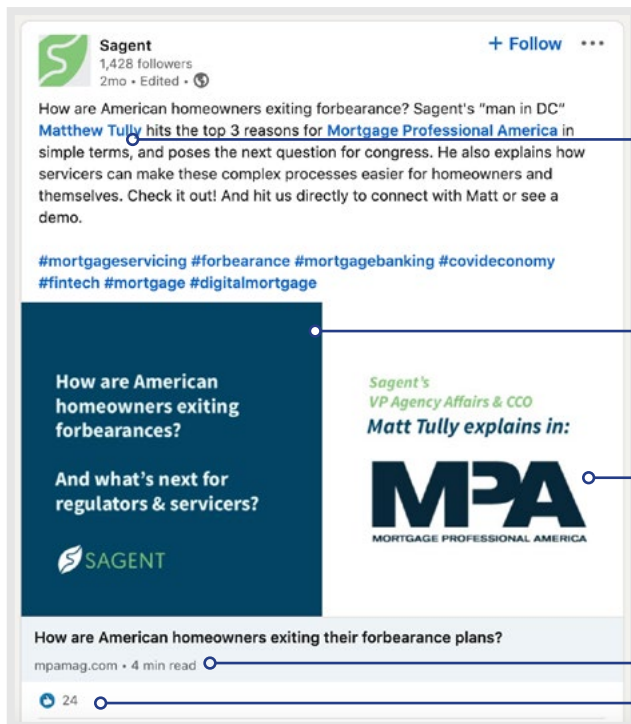
Here are some examples.

Examples

LinkedIn

In this LinkedIn post, Sagent...

- Links to a PR placement.
- Tags the featured thought leader.
- Includes a branded graphic.
- Calls out compelling ideas from the piece.



Thought leader tagged

Branded logo with key quotes called out

Publication logo

Link to placement

Engagement!

Twitter

In this Tweet, Addigy...

- Shares a link to a podcast episode featuring the company's CEO.
- Tags the CEO, the publication, and the podcast's host.

Addigy didn't create a custom graphic, but the one that populates based on the shared link clearly gives this tweet visual interest: it got 22 likes and 26 shares.



All participants tagged

Summary of placement's content

External link

Engagement!

Promotion Channel #3:

Internal Communications

METRICS TO WATCH:

- ✓ Social followers
- ✓ Social engagement
- ✓ Referral traffic

Your employees serve as powerful players in helping amplify your PR wins. The key to making it work: have a plan for how you alert your team about each placement you earn. Two strategies we've seen succeed:

- 1. Create a “PR and Media Mentions” Slack channel.** Every time a PR placement runs, post it here. Include a call to action for your team: do you want them to share it on their personal social channels? Interact with your brand's post? If the former, include suggested language they can use or modify to make sharing a breeze. (See below for an example.)
- 2. Send regular PR roundup emails.** If you don't use Slack, establish a regular cadence (weekly? biweekly?) for sending an email highlighting recent PR placements. Again, be sure to explicitly spell out how you'd like your team to help amplify.

Side note: If you find your media wins aren't generating much excitement or engagement internally, it may be time to rethink your strategy. Have your PR lead check in with the heads of other teams to learn what they'd like to see:

- More pieces spotlighting your corporate culture?
- More attention to your top performers?
- More coverage about the company's leadership within your space?

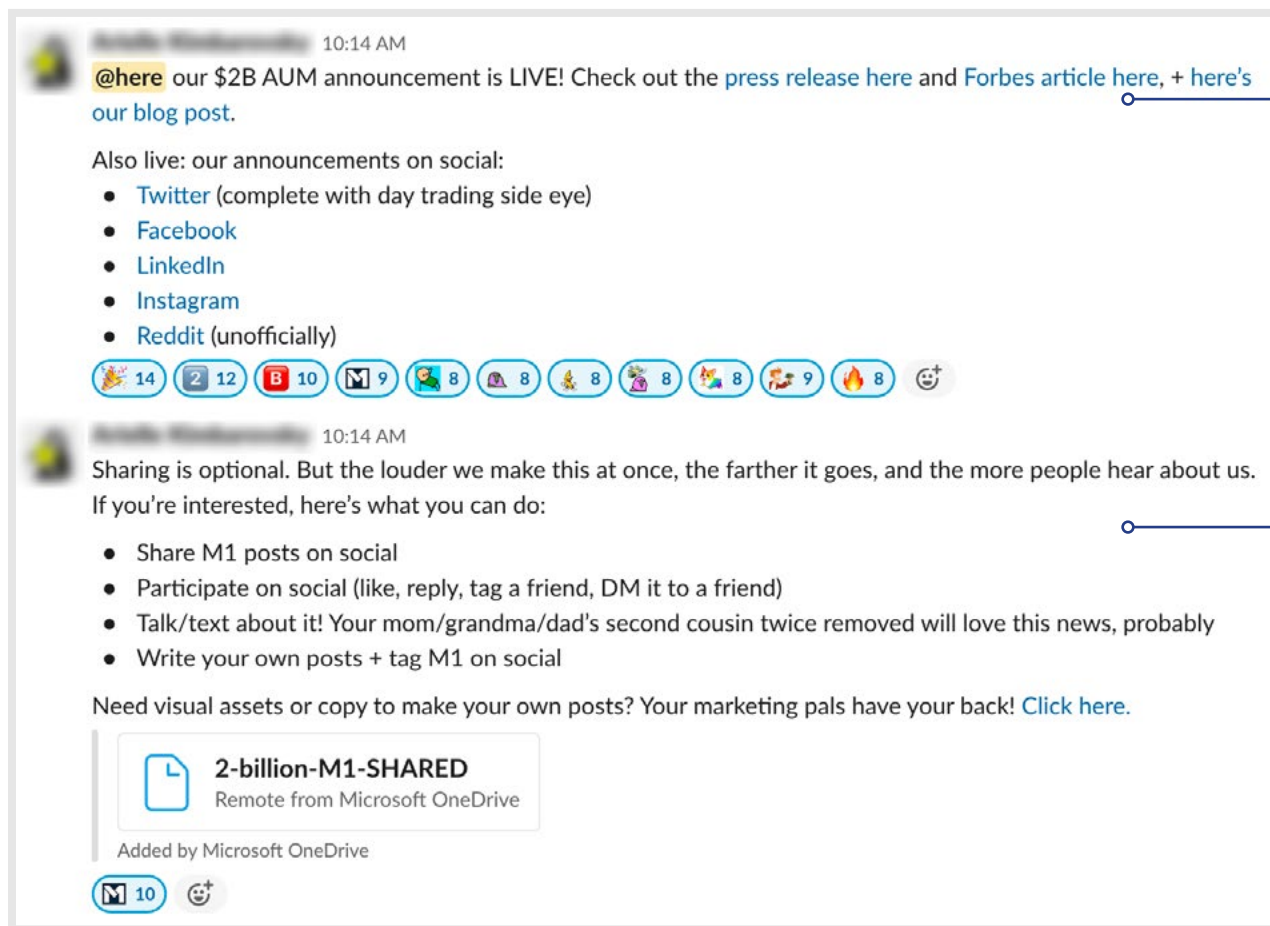
Being intentional about internal communications can ensure that you get PR placements that better serve your company's needs *and* that see more impact from every placement you earn.

As more team members engage with your news, its reach and impact will grow.

Example

Slack

Slack post promoting news from M1:



Slack post links to all news-related content

Slack post includes a CTA that both encourages employees to share and explains the value of sharing and promoting

Promotion Channel #4:

Email

METRICS TO WATCH:

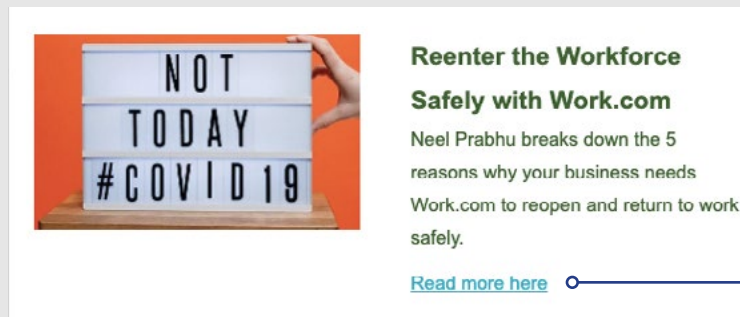
- ✓ Length of sales cycle
- ✓ Engagement
- ✓ Traffic to site from email

Another great way to amplify PR placements? Email. A recent PR win is a great excuse to reach out to both prospects and current customers. Sending an email to let them know about your latest placement lets you revive dying conversations and spark new ones.

Here are three ways to amplify a PR win via email:

- 1. A salesperson can send the placement to a prospect** who has a pain point similar to the one addressed in the piece. The message: Here's more insight on how we think about and solve this problem you have.
- 2. Sales teams can add a link to a home-run placement** in their email signature. The message: We're legit – but don't take my word for it. See what objective observers have to say!
- 3. Marketing teams can include recent PR wins in email newsletters.** The message: We're a vibrant, relevant part of this space. Consider what we have to offer!

While you may feel odd sending prospects and customers to a place other than your website, remember that email is part of a longer-term nurture strategy. Rather than converting or reconverting someone right away, the goal is to grow credibility for and awareness of your brand.



Link to PR placement by company thought leaders

Promotion Channel #5:

Sales Enablement

METRICS TO WATCH:

- ✓ Customer acquisition cost
- ✓ Length of sales cycle

We touched on sales enablement briefly in the email section. Let's take a closer look at how PR wins can power and improve sales conversations.

For early-stage prospects, sales teams can share PR placements that feature your company and its leadership.

For prospects who have been in conversation with your team a bit longer, sending a placement relevant to their situation (as we mentioned above) can move the conversation forward.

As with other strategies outlined here, PR wins as sales enablement work by boosting credibility for your company and its products or services.

There are two keys to success here:

- 1. Make sure your sales team is involved in conversations about which narratives and messaging would be most useful to have in PR placements.** This helps ensure that your PR team is pitching stories that can make a difference in your sales pipeline.
- 2. Make sure your marketing team is communicating PR wins to the sales team as they happen.** Without this crucial piece of the puzzle, sales teams won't know about the wealth of enablement materials available to them.

This brings us to the next opportunity for amplifying PR wins...

Promotion Channel #6:

Personal Channels

If you don't share PR wins with your own network—and if you don't encourage your employees, partners, and advisors to do the same—you're missing a huge amplification opportunity. Anyone in a company can use these tactics, from the thought leaders featured to other team members eager to spread the word. Here are some of our favorite examples of using personal channels to amplify PR wins:

- **Add a link to your email signature** to a recent thought leadership piece (either because it has your byline or because it's relevant to the work you do).
- **Send a customer a note via LinkedIn Messenger** that links to a story covering recent company news (e.g., a new product announcement).
- **Write a one-off email to a prospect** that builds on a recent conversation you had. Bonus points if that article includes a quote from you or a team member (and make sure to call that out).
- **Use a recent interview topic** as a jumping off point for a coffee meeting with industry partners, customers, or prospects. (E.g., “I was just in an article last week with *National Mortgage News* discussing rising mortgage forbearance rates, and it reminded me of our conversation on the importance of digital customer engagement....”)

Promotion Channel #6:

Personal Channels

Promoting wins via personal channels involves engaging one on one with people you already know (or want to get to know). For that reason, it can be very powerful – and you should be careful about how you use this tactic.

In short, follow your gut: if something feels too promotional, scale it back.

And keep in mind that this a promotion strategy that works best as a two-way street: in addition to reaching out to your contacts to celebrate your own wins, be sure to drop them a note when you see that they've recently earned a great placement.

Over time, these efforts ensure you have a base of support for any future announcements you make.

Note that we didn't include any metrics to watch in this section, because we don't expect anyone to measure their personal relationships.

Promotion Channel #7:

Speaking Opportunities

METRICS TO WATCH:

- ✓ Presentation opportunities
- ✓ Lead database
- ✓ Traffic to site
- ✓ Social engagement

Having a strong run of media placements can help build credibility among conference organizers.

Here are two ways to use PR placements to bolster a speaker submission:

1. Use the placement as an excuse to send a “warm intro” to a conference organizer and pitch them on your doing a presentation on the same topic.
2. Link to placements in your submission to speak at an industry conference.

The latter can work because the placement shows the organizer that third parties see you as an authoritative thought leader. It also shows that the message itself is well formed and useful.

Bonus: Speaking opportunities should also get the amplification treatment:

- Encourage attendees to follow and engage with your social channels while you present.
- Include the event’s logo on a landing page.
- Repurpose your presentation as a blog post.
- Use audience questions as topics for contributed articles or blog posts.

Relevant Metrics

Turbo-charging speaker submissions with PR placements can help **increase the number of conference presentations** you do, which can help **increase your lead database, traffic to your site, and social engagement.**

Amplify Your PR Wins to Boost the ROI of Your PR Program

In startups, lean teams trying to “do more with less” are the rule, not the exception.

PR programs are essential to helping startups increase the credibility and awareness they need to grow their customer base, attract top-tier employees, and get investors' attention.

Being disciplined about amplifying media placements improves the return on your PR investment by expanding the reach of your message and increasing credibility and awareness among your target audiences.

Interested in figuring out how you could be making more of your PR placements? Get in touch, and we'll do a PR amplification audit of your current practices.

Don't currently have a PR program? [Download this checklist](#) to discover the potential upside for your startup.

