



NEWSWIRE

# Media & Marketing Communication Strategy

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SMART START

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How to Develop a Media and Marketing  
Communication Strategy  
That Works for Your Company

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## Media & Marketing Communication Strategy

### SMART START

Having the right strategy can help keep your company top-of-mind with your customers.

For many companies to succeed in today's economy, it isn't enough to just do your job and do it well. It's important for your target audience to know who you are, and what you do. This is where a media and marketing communications strategy comes into play to help businesses stay on track and top-of-mind with interested parties, whether it's potential customers, or media professionals who can help spread the word about your company



A well-thought out media and marketing strategy aims to answer a few key questions:

- **Who are my customers?**
- **How can I solve their problems?**
- **How can I do so in a way that's unique from competitors?**

The answers to these questions will be critical to determining the value you can provide to customers.

A comprehensive media and marketing strategy involves getting your message out through press release distribution, social media, email campaigns, blog posts, and media outreach. An integrated approach is agile, and provides several alternative pathways to achieving your goals.

## It's your story to tell. Develop a campaign that works for your company.

Once you've answered the questions proposed earlier, it's time to determine how you're going to market your company to your audience. As stated earlier, it's a good idea to utilize several mediums to get your news or announcement to the public.

### Press Release Distribution

Press release distribution is an effective media outreach tool that can help get your company's name and mission out to professionals within your industry. When companies provide value through newsworthy announcements, engaging news, and relatable stories, journalists will take notice.

Press release distribution is more effective when utilized as part of a greater media and marketing campaign that includes email and social media to attract additional eyes on your announcement, which in turn helps introduce potential customers to your company.



## Email Marketing

Email marketing facilitates building connections with potential leads and warming those leads to the point where they're interested in learning more. The goal is to engage with the intent to convert them into customers. When done correctly, both cold and warm email marketing strategies can be effective tools for building new leads and relationships.

Potential customers, whether its consumers or other businesses, are always looking for new, innovative ways to address their pain points or solve their problems. Email is, to this day, an inexpensive and effective way to communicate with customers and keep them informed.

[According to a Nielsen article](#), 28% of U.S. online consumers subscribe to store or product emails to stay informed.



## Targeted Media Outreach

Targeted media outreach helps introduce your company to professionals in the media including journalists, reporters, bloggers, editors, and content creators. It involves pitching your company and story to them directly and persuading them to cover your company's story in an upcoming article, interview, blog, etc.

This sort of direct pitching typically happens via email, but a growing number of journalists prefer social media as their primary form of contact — it's up to you to research which industry contacts you should be reaching out to and their preferred method of contact.

Earned media opportunities have significant business implications, and are often considered the “holy grail” of public relations for their ability to provide instant credibility and influence to the business in focus.

## Social Media

Everyone is on social media, and it's too valuable a resource not to utilize. Like email marketing, social media is cheap and incredibly effective when applied correctly. If your company has managed to build a following on social media platforms, then you're already ahead of the game.

Remember, if these people are following you, they're interested in what your company has to say, and are choosing to stay up-to-date and informed.



Supplementing marketing campaigns and press releases with social media can have a big impact on their overall reach. Social media is also unique in its ability to provide your company a valuable opportunity to speak to followers plainly, in a more casual tone of voice. This helps your company feel more approachable, relatable, and more likely to impact potential customers' future buying decisions.



## Blogging

Developing your company's blog is more of a long-term project, but still has a significant impact on media and marketing communications. The company blog is the perfect place to share updates and other helpful and informative content such as tutorials, webinars, and thought leadership pieces.



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## Get help with your **media and marketing communications strategy**

Not sure how to craft a media or marketing outreach strategy? **NewsWire's** team of expert PR Strategists can conduct a free, comprehensive needs analysis to determine the right solution to help you meet your needs. In addition to earned media options, **NewsWire** offers additional distribution and marketing communications support through the **Earned Media Advantage Guided Tour**.

**Let's Get Started**  
EARNED MEDIA ADVANTAGE GUIDED TOUR

Distribute the **Right Message** to the **Right Audience** at the **Right Time**

Do you think the Earned Media Advantage Guided Tour might be an option for you? Click above to set up a free needs assessment to see how **NewsWire** can support your media and marketing efforts today!

