

# 5

## Broadcasting Your Message

Getting quoted by the press offline is great. Getting quoted by the press online is even better. That's because the benefits of online media coverage are the same as they are for online articles. Online publicity from the press:

- ◆ Has sticking power.
- ◆ Improves your organic search engine rankings.
- ◆ Drives prospects to your Web site now.

However, there's a big difference. Writing Web articles gives you immediate exposure, and it improves your expert status. But getting quoted in a major news outlet gives you instant authority. You've been interviewed because you *are* the expert—or so the public assumes.

I'm not suggesting that you skip writing Web articles to hunt down journalists instead. Oftentimes, your articles guide journalists to you. They'll follow the URL in your article's byline to your site.

Unfortunately, journalists might not find your Web articles. That's why you want to broadcast your message to them.

In this chapter, I'll talk about low-cost ways to reach the press online. I'll discuss the ways you can use to connect with three audiences at once: press, prospects, and spiders. That's optimized marketing—because even when targeting the press, you don't want to ignore the other two audiences.

Speaking of spiders, the publicity you achieve from news sites and blogs can carry significantly more weight than publicity from other kinds of sites and blogs. That's because news sites exude expert status. They publish a lot of content and have huge link popularity. News sites are authority sites. So, a link from an authority site contributes to your site's authority status. Spiders notice this. And it gets better.

Other Web sites and blogs often publish articles from news sites. That means the publicity you scored once might be rebroadcast across the Web in dozens, even hundreds, of locations. Not only do more press people and prospects see you've been quoted, but spiders find even more links pointing back to your Web site. It's a double publicity punch.

Before I tell you how to take your message to the media, I'll cover what makes a story newsworthy. Journalists are constantly bombarded by business professionals trying to get media coverage for themselves or their clients. Many miss the mark. And they miss their opportunity. Although I can't speak for all journalists, I'm going to reveal strategies that I know work...because they've worked on me. You might be surprised to learn how easy it is to attract attention.

## The Newsworthy Story

A lot of business professionals make the same serious mistake when communicating with the press: *They pitch themselves, not a story.*

Even though journalists are paid by content publishers, the clients are considered the content readers, listeners, or viewers. Journalists are responsible for sharing information that serves their audience. You won't find every story to be of value. Some aren't. Just join me on this path for a moment, and you'll see my point.

## Two Critical Questions

Your story is not newsworthy unless it answers two questions: *Who cares?* and *Why now?*

For example, your business, product, or service by itself is *not* newsworthy—even if it's new. Correction—it might be of interest to a journalist who specifically reviews new products and services. But for most journalists, there's no story. Not yet.

What information can you share that will benefit your audience? Value can be found in three kinds of information: statistics, case studies, and how-to tips.

## Sharing Stats

There's always a demand for statistics because numbers reveal trends and trend changes. Statistics can often set the angle for a story—that is, if the stats suggest the audience needs to do something.

For example, an e-mail marketing agency could release a study that reveals 24.8 percent of opt-in e-mail is blocked by spam filters, up 5 percent from six months ago. Whoa. This statistic could persuade business professionals who rely on e-mail marketing to take action. Therefore, it's interesting to journalists. The agency should include the timeframe of the study, number of e-mail messages evaluated, and other background information. Including information on how the agency collected the statistics shows journalists the scope of the study, and it helps them determine if it's a good match for their audience.

♦ **Tip:** *I'm always on the lookout for new sources of statistics because generally the magazines I write for can't often quote the same company; it might seem as though the magazine is playing favorites. I like including stats because they show why the topic I'm writing about is important to my readers.*

## Catching Interest with a Case Study

A case study is great journalist bait, too. Journalists often like to share real-world examples their audience can relate to. As with statistics, a case study supports the topic they're covering. Sometimes, a case study becomes their story. I recommend following a *challenge–solution–results* model. Explain the

challenge your company (or client) faced, the action steps taken, and the results.

Here's where people who want press coverage mess up. They give generic information. Saying something like "we wanted more sales, so we launched a pay-per-click campaign and doubled our business" isn't newsworthy. I get this kind of e-mail all the time. Be specific. And say something unique.

For example, an e-mail marketing agency could share that its challenge was to reduce its pay-per-click budget by 10 percent, while maintaining its existing lead flow (good—that's specific). Then the agency could state how over 30 days, it tested three different ads in an effort to pre-qualify prospects before they clicked the ad. If the agency included the three ads in the case study, that would be most delicious.

For instance, the first ad mentioned the agency's minimum contract cost, the second ad mentioned a few of the agency's Fortune 500 clients, and the third ad mentioned the agency's minimum contract length. Each ad sent prospects to a different landing page showing a unique phone number. (The solution could be beefed up, but you get the point.) Although the agency expected the Fortune 500 ad to increase the agency's spend on pay-per-click, with far fewer clicks than the other two ads, it actually reduced the agency's monthly budget by 15.5 percent yet increased the agency's lead flow by 32 percent. (The agency could continue to explain what the surprising results might suggest.)

See how juicy this case study is? My mind is racing with story ideas. An obvious angle is how to reduce costs in the increasingly costly space of pay-per-click, a very timely topic. However, the importance of ad testing is interesting also. Tracking phone leads and sales from the Web is yet a third idea. If you pitch a case study to the press, include the details—those sell story ideas.

Are you wondering why an e-mail agency would pitch its pay-per-click success, not e-mail success, as a case study? Pitching the press on how you used your own products or services to achieve success seems too self-promotional. You're basically giving yourself a testimonial. Not newsworthy.

Instead, when using your company as a case study, share a strategy that's not part of your core business. If quoted, your company name and a brief description of your company are generally included in the story anyway. You could also use one of your clients as a case study. Remember to get their permission first.

## Giving How-to Tips

Third, how-to tips grab journalists' attention. Again, be specific and unique. I highly recommend surfing the Web for articles that have been written on your topic idea. Don't repeat what's already been covered in the media. Figure out your unique angle. A bulleted list of tips works fine.

Using my e-mail marketing agency example once again, this agency could create a "7 Steps for Improving Your E-Mail Delivery by 50 Percent" tips list. Would this title grab your attention? It would catch mine.

And in an effort to save time, journalists might not interview you, but might include your tips. Perfect. That's less work for you, too. And you won't miss your moment of glory. Remember, journalists are always on a deadline.

On occasion, business professionals I've tried to interview missed being quoted because they didn't return my call or e-mail within 24 to 48 hours. On the flip side, as an entrepreneur, I've occasionally missed being quoted because I couldn't connect with a journalist within that timeframe. A tips list can save the day. You can send it to journalists who have contacted you, in case you get caught in a game of communication tag. A missed interview doesn't have to mean a missed publicity opportunity.

Now that you've got the inside scoop on what press people want, are you ready to broadcast your message to them? Because this is an Internet marketing book, I'll focus on three key online channels for reaching the press, which can also be leveraged to attract prospects and spiders: press releases, Internet radio/podcasts, and webinars.

## Press Releases with Power

I know you might be thinking, "*Press releases are dead.*"

No, they're not. Actually, press releases have been reborn. Thanks to the Web, they not only give your company a high degree of visibility with journalists, but also with prospects, potential partners, investors, and anyone else surfing the Web. And, of course, search engine spiders.

Today's news distribution service providers don't just send press releases to the media via fax and e-mail, which could easily wind up in the trash can or folder. Companies such as ArriveNet, Business Wire, PR Leap, PR Newswire,

and PRWeb may distribute your press release to Web sites and even news search engines such as Google News, MSN News, and Yahoo! News. (Click on “News” from the search engine’s home page to see where this information is located.) News sites and search engines might archive your press releases for up to 30 days. It’s a much better deal than the one-time fax or e-mail, isn’t it?

Press release optimization is a hot topic.

With so many people searching news engines, you should include press releases in your SEO strategy. Otherwise, you’ll miss getting a higher level of visibility in the news engines when people, both the press and the public, search for a keyword that’s relevant to your business.

And the traditional search engine spiders are scanning the news engines as well. That means you can get double search visibility—in news engines and search engines.

Besides optimizing your press release title and copy for relevant keywords, make sure that you link to your Web site (or blog). Is this sounding familiar? It should. It’s the SEO strategy essentials I discussed in Chapter 1: *keyword theme, relevant content, and link popularity*.

## Choosing a Distribution Company

Before you choose a press release distribution company, find out if the reports provided include search engine information. This should be free. You’ll see which search engines and keywords were used to find your press release, and that is critical for SEO. And it’s helpful for figuring out where your human audience is coming from and what they’re interested in.

These reports tell you what people are doing with your press releases, too.

When I launched a press release campaign through PRWeb to promote my first book, I was initially disappointed. For the first few days, even weeks, the only direct response I got came from other newswire companies pitching their own services.

Fortunately, I happily discovered that my press releases were being viewed, printed, and even rebroadcast by looking at PRWeb’s statistics reports. Whew. I *was* getting visibility!

Remember to look at your statistics reports to gauge the online visibility of your press releases and your business. Then surf the news engines and search

engines. Just because journalists aren't contacting you doesn't mean you're not getting publicity online.

## Following the PR Trail

By looking up my book title in the search engines, I spotted sites and blogs that published my press releases as articles. Fabulous. They didn't change a word. This will undoubtedly happen to you. Be ready. Carefully write press releases knowing they'll be rebroadcast for you all over the Web...for free.

As it turns out, I did get interviewed by three publications within a few months of launching my press release campaign. That was an appreciated bonus.

Press release optimization isn't just for search engines. You can optimize the content to connect better with the press and the public. Several news distribution services now allow you to include photos, audio, and video with your press releases. Talk about getting attention!

Not all companies need to test these technologies. But being an early adopter can help your human audience cut through the clutter of information online and zoom in on your message. That's something to consider.

There's one more level of optimization to think about. So far, I've talked about how to position your press releases to reach people who are searching the Web. However, wouldn't it be better if they signed up to receive this information directly from you? Of course.

## The Value of a Feed

Even though the newswire services might fax or e-mail your press release to media representatives, journalists are increasingly subscribing to RSS (or Atom) feeds. Some newswire service providers automatically convert your press releases into an RSS feed, or allow you to do so easily.

As I explained in Chapter 3, RSS (or Atom) is a format that allows content to be collected from the Web and syndicated to anyone who subscribes to the feed. Subscribers use a feed reader to receive and view the content you distribute via a feed. A feed reader is significantly more spam proof than e-mail programs, which is driving the popularity of this tool.

The growing frenzy over feeds is happening with the press and the public. So once again, by distributing your press releases via RSS (or Atom) feeds,

you'll be reaching three audiences at once: the press, the public, and spiders. Feeds are good spider bait and can appear in the organic search results and blog engine results.

Have you changed your mind about press releases being an outdated marketing tactic? I hope so. The news distribution services are making it pretty painless to go high-tech without being a techie.

There's another non-techie way to broadcast your message on the Web, and it's fun. You can leverage the power of Internet radio and podcasts.

## Famous on Internet Radio and Podcasts

Internet radio is broadcasting over the Internet to your computer. To hear live shows you typically need Windows Media Player or RealNetworks RealPlayer. The easiest way to find out if you already have either one installed on your computer is to go to an Internet radio station, such as wsRadio.com, and click on a live or archived show.

These days, Internet radio stations offer their shows as podcasts so listeners can tune in while they're on the move by downloading the files to their iPod or other portable audio player. The stations might also offer a transcript of the show, or at least a heading and summary, via an RSS feed. Internet radio may even be broadcast to your cell phone.

Want fame without a lot of work? Be an Internet radio guest. You'll immediately tap into the station's listening fan base. The stations will likely turn the shows you're on into podcasts, saving you from having to do that work yourself.

Internet radio stations are popping up all over the Web. Some are the traditional radio stations going online, and others are Internet-only. You're not looking for the music programs, you're looking for Internet radio talk shows—guest experts are always needed.

Often, there's a "Be a Guest" link on the home page. If not, you can surf the program guide and then e-mail your topic ideas to the appropriate program hosts. The three types of information I mentioned in the first section—statistics, case studies, and tips—could be turned into timely and tasty topics.

Hosting your own program is also a possibility. Just be careful. You'll be committing to hosting, managing, and possibly promoting your show. While the

Internet radio station might promote your show in its program guide, you could be required to sell ads or pay a fee until your show is self-supporting. Yikes.

I'm not saying hosting your own show is a bad idea. It could be great. After all, you'll get online visibility and improved credibility. You could create new business opportunities by interviewing people on your show. Plus, you'll become a member of the press, which definitely has its perks.

Just think carefully before committing to being a host. Find out the station's audience reach, as well as your required responsibilities and marketing opportunities, before signing up.

Whether you host an Internet radio show or appear as a guest, your message will be available for all to listen to long after the show airs. As I mentioned earlier, Internet radio stations are archiving shows on their sites as Windows Media Player or RealNetworks RealPlayer audio files, transcripts offered via feeds, or podcasts.

Many people are essentially running their own Internet radio show by publishing podcasts. If this is you, here are a few quick tips for optimizing podcasts for the search engines:

- ◆ Use keywords in your podcast titles and descriptions for RSS or Atom feeds.
- ◆ Consider putting podcasts on landing pages (see Chapter 8) and optimize those pages for relevant keywords.
- ◆ Offer a text-based summary or transcripts of each podcast on your landing pages.
- ◆ Submit your podcasts to sites and directories such as iTunes, Odeo, Podcast Alley, podOmatic, Podscope, and others. Submit your podcasts to relevant categories within directories, where possible.
- ◆ Use relevant keywords in the links to your podcasts.

You don't have to jump on the podcasting bandwagon. Instead, contact Internet radio shows and highly visible podcasters about being interviewed. Leverage their techie skills. All you have to do is talk.

I recently searched for my name on Google's Blog Search and spotted several podcasts of interviews I did. Cool. Internet radio shows, and podcasters, will promote you for you. This can lead to additional media coverage and new business. One of the podcasts I did resulted in a paid speaking job within 30 days of being posted. The same can happen for you.

The fun part about Internet radio is being able to call in from anywhere to do the show. All you need is a land line. (Cell phones have poor reception and shouldn't be used.) Feel free to wear your bunny slippers.

There's a third strategy for reaching the press, prospects, and spiders that I want to cover in this chapter. It's not for everyone. However, more business professionals could benefit by using it. I'm talking about webinars.

## Insider Insights: David McInnis



*David McInnis, PRWeb's founder and CEO, pioneered search engine optimized and direct-to-consumer press release distribution strategies.*

*Photo: David A. McInnis, CEO, PRWeb*

### ***What's the #1 mistake marketers make with press releases?***

Most marketers think more is better. Aim for 300–500 words. Longer press releases tend to wander, lose cohesiveness, and over-hype a product. This is ineffective for retaining reader interest and getting indexed by search engines.

### ***What's your favorite simple but powerful tip?***

Take a "disinterested" writing approach. Most press releases are written or heavily influenced by the business owner who sets out to promote his/her product or service. Hype turns a good announcement into spam.

### ***How have press releases helped your business?***

We recently announced the availability of TrackBacks, which allows a blogger to notify the PRWeb platform of a comment that he/she made regarding a press release distributed on our system. PRWeb then creates a link from the press release to the blog comment. Within a few hours, we tracked 22 blogs linking to our press release.

## Why Webinars Work

A webinar is a Web-based seminar. Conferencing companies such as Genesys, Microsoft, Raindance, and WebEx offer the technology to invite the world to hear and see your message. It's an engaging tool to communicate with partners, employees, investors, prospects, and customers. It's probably easy for you to think of creating content for those audiences. That's why I've put this technology in this chapter, because few companies think about using a webinar to attract media attention.

Many conferencing companies integrate data, voice, and video over a Web browser such as Microsoft's Internet Explorer. You create the presentation and invite an audience to participate. You and your audience will log into the presentation via the Web browser. Typically, each person must first accept a Java plug-in if the conferencing company detects this update is needed. A click on an "accept" button that appears should do the trick. Watch out for webinars that force people to download and install any necessary technologies because it's very possible they won't or can't.

The webinar can be offered in a few different formats. For example, you could create a Microsoft PowerPoint presentation as the visual part of the presentation. Or you could use a Web camera to capture your live image on video to give your webinar a more "in person" seminar experience.

For the audio, everyone could call a conference call phone number, or you could use a microphone and let people listen to you via the Web (computer to computer Voice Over Internet Protocol, also called VOIP).

### Inviting the Press to Attend

Let's talk about inviting the press to your webinar and what's newsworthy.

To attend a webinar, people must usually register for it. You could create a "press only" presentation and require that the participants disclose the media outlet they represent. That lets you know who is going to be there. Because many journalists are freelancers, you can't assume their e-mail address will reveal that information.

Here are ideas of webinars that might interest the press:

- ◆ A preview of a new product or service
- ◆ A preview of a new survey or research report

- ◆ A preview of a new case study
- ◆ A preview of new how-to tips

Notice a common theme? I highly recommend giving the press a preview of something new you're about to release to the public. By giving them a sneak peek, you're including them in your public relations plan. This is strategic. Journalists want to be the first to break a story. So give them this opportunity.

You don't have to create a presentation exclusively for the press. An educational event for the public will attract the media, too. Your statistics, case studies, and tips will interest the press and public.

Remember to promote your webinar on your site, blog, and e-mail list. Consider writing an optimized press release about it—and perhaps ask your partners to promote it.

Why not launch an online ad campaign? As I mentioned earlier, webinar participants usually register by providing at least their name and e-mail address. You want as many people to register as possible, regardless of whether or not they actually show up. You'll get them on your e-mail list. That's important if your webinar is free.

**◆ Tip:** *Just a note of caution—free webinars often have a high "no show" rate. I once taught a webinar through another company that recorded over 400 people registered, yet only about 100 showed up. If registration is required, at least you can follow up with all who registered.*

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## Q & A Sessions

Another way to effectively use webinars as a marketing tool is to allow the audience to ask questions during your presentation.

Consider using the webinar interface instead of the phone. Through the Web, participants can type in their questions, allowing you to see which questions you'll choose to answer, even giving you a little time to think before you speak. Your participants may post far more questions than you can answer. That's okay. Your answers might make the perfect Web article, blog post, press release, or some other marketable information.

Although Web conferencing technologies offer handy communication features, you might not want to limit yourself to hosting event-driven webinars. Why not create a webinar that's always open? One that doesn't require you to be present?

Viewstream, an interactive media company, created a Flash-based product demonstration for one of its clients. As long as the viewer's Web browser supported Macromedia Flash, no download was required. Because the webinar was always available, the client's sales team focused on closing sales instead of showing the demonstration on a one-by-one basis. In this case, webinar participants weren't required to register. They called the phone number shown during the presentation, if they were interested in receiving more information.

The result? Within 90 days of posting the webinar and launching a public relations campaign to drive people to it, Viewstream's client saw a 200 percent increase in its lead-to-sale ratio. In case you were wondering if webinars really work as a sales tool, not just a marketing one, I hope this example is reassuring.

Unfortunately, webinars aren't spider friendly. Last time I checked, spiders can't log in, listen in, or watch a presentation. Plus, these are usually hosted on the conferencing company's site, not yours, which means your site couldn't get credit for the content anyway.

Want to know a solution to this problem?

If you can host the webinar on your site, create a special landing page for it. Then optimize that page for relevant keywords. You'll need content. That's where writing a title and summary for your webinar is helpful. Spiders and humans can read that.

Press releases, Internet radio, podcasts, and webinars are all effective ways for achieving online publicity—from the press and prospects. Regardless of which strategies you use, keep in mind that the press will follow the trail back to your Web site.

Unfortunately, many companies forget about the media when it comes to their Web site. If you feed the press with the kind of information they need, you'll greatly increase your chances of being featured.

## Feed the Press

An online press center is critical. Because journalists are always on deadline, by publishing important information on your Web site, you'll save them research time while also increasing your chances of being featured in their story.

Your online press center can be one Web page or several pages, depending on how much information you put on your site.

### Online Press Center

You can certainly create a "Press Center" section on your site. Or you could post press information in your "About Us" section because journalists know to look there, too. Here's key information journalists will be thrilled to find on your site:

- ◆ Brief history of your company including the year it was established (or a business bio if you're a consultant promoting a personal brand, not a company one).
- ◆ Names of key executives and a brief bio on each would be a bonus.
- ◆ High-resolution images, photos, and logos.
- ◆ Past and current press releases.
- ◆ Statistics, surveys, case studies, and a sample tips list published by your company.
- ◆ Name, date, and link to (if possible) other mentions in the media.
- ◆ Awards and reviews your company has received.
- ◆ Events calendar of where you may be speaking or exhibiting.
- ◆ Contact information, including phone number and an e-mail address, not just an online form, in case it doesn't work.
- ◆ An invitation to subscribe to your company's e-zine, or blog feed, to receive timely and relevant information about your business and industry.

Posting this information on your site does two things. First, this boosts your credibility as an industry leader, which shows why you should be quoted as an expert. Second, journalists can quickly find stuff they need to quote you without contacting you.

I go a little crazy sometimes playing phone tag with business professionals or waiting around for their responses by e-mail, when I'm on deadline for my articles. And to be honest, when I'm considering featuring companies I'm not familiar with, I review their Web sites. I look for content that shows credibility. Knowing that, how does your online press center measure up to those of your competitors? Take a few minutes to find out.

An online press center is an essential part of your online publicity plan. It can win or lose a shot at fame.

## Missed Opportunities

A rather well-known company lost the opportunity to be interviewed in my *Entrepreneur* magazine column because I couldn't find contact information on its Web site. The online form didn't work either. I even went to Network Solutions to look up contact information, but it wasn't available. Sigh...oh well. Too bad for them.

Another company missed an opportunity because the company didn't put their fantastic survey on their site. I spotted their statistics from the survey on a blog and followed the link to the company that published the survey. It wasn't referenced anywhere on the site. Arg. Although I contacted the company, by the time I received the survey, my deadline had passed, and I had turned in the article without that great information.

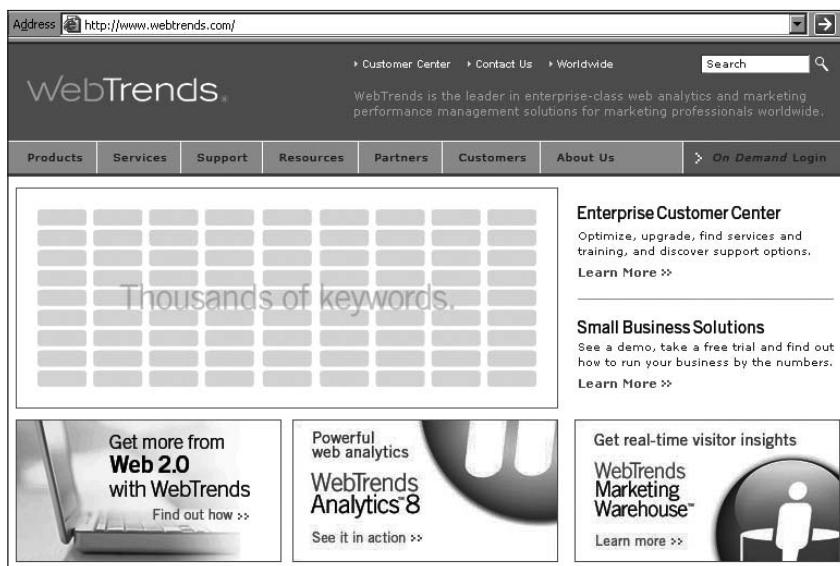
If you don't have an online press center, put that on your to-do list. If you have one, take a few minutes to review it and see how it can be improved for the press. The good news is that prospects, potential partners, and investors could be persuaded to do business with you based on this information.

You probably don't want to optimize your online press center for the spiders because these pages aren't likely the most relevant landing pages for your site. A landing page is often the first point of entry into your site. First-time visitors could be better served by landing on your home page or an even more relevant site page that better matches their keyword search. Still, if your online press center gets some press in the organic search results, that's not so bad.

As you'll see from WebTrends' "Success Story," broadcasting the right message at the right time generates big buzz on the Web. This requires a little planning, which is well worth the effort.

## **Success Story**

### **WebTrends Inc.**



URL: [www.webtrends.com](http://www.webtrends.com)

Contact Name: Doug Alexander

Title: Director of Creative Services

#### ♦ Goals/Challenges

##### ***What were your specific goals for doing a webinar?***

WebTrends' goals for the conducting the webinar "Marketing with Confidence" were to educate marketers about the growing need for better accuracy in Web metrics due to industry research findings, and to drive interest in and leads for the newest version of WebTrends Web analytics solutions (version 7.5), which offered best practices for accuracy.

##### ***What challenges/concerns did you face implementing the campaign?***

In mid-March 2005, JupiterResearch (now JupiterKagan) reported a decline in the accuracy of cookie-based measurement. Two months later, we delivered the webinar in which we unveiled WebTrends' research that showed third-party cookie blocking had grown fourfold in 2004, expanding the current industry dialogue beyond

cookie deletion to third-party cookie blocking or rejection. We also introduced the latest version of our Web analytics solutions that enabled our customers to use first-party cookies as the default, virtually eliminating cookie rejection.

## ♦ Strategy

### ***Describe your implementation strategy.***

Cookies can be a technical topic, and therefore our audience needed to understand the business impact, while others would need more technical resources. This was part of the reason we created different communications from the webinar, including a confidence report, press releases, and a technical how-to guide for implementing WebTrends' first-party cookie solution. We needed to show the severity of the issue while providing an easy solution and clear next steps.

### ***How long did it take to launch the webinar?***

The webinar itself took a total of 80 hours from three people over three weeks.

### ***What problems or surprises did you encounter, and how did you resolve them?***

After the webinar, there was a high demand for additional information and a short turnaround time. So, after the webinar and unveiling of our research, white papers, and a new version of our Web analytics solution, we had to immediately communicate results of the survey we offered during our webinar and subsequent research reports.

## ♦ Results

### ***What results did you achieve?***

The Marketing with Confidence webinar received 22 percent more registrations than our next most successful webinar, which at the time had surpassed attendance records for any recorded conference powered by Microsoft Office Live Meeting. Our Accuracy Business Brief white paper offered at the end of this webinar has been viewed more than 10,000 times, while our follow-up Web Marketing Confidence report has been downloaded 5,900 times. In addition to generating high-quality leads and sales, we also generated a tremendous amount of press coverage, including two high-profile articles in *The New York Times* and *The Wall Street Journal*.

### ***What's your #1 recommendation for marketers wanting to use webinars?***

Use an integrated approach—PR, advertising, marketing—with customer challenges as the focus.

## Tips to Remember

Before broadcasting your message across the Web, brainstorm story ideas. Answer the questions "Who cares?" and "Why now?" in your content. Then turn this content into press releases, topics for Internet radio shows or podcasts, and possibly a webinar.

By broadcasting a message instead of pitching your product or service, you'll invite journalists to share your story. They'll take your message far beyond your existing client base. And you can leverage broadcasting channels to simultaneously attract search engine spiders and new customers, too.

Online public relations is about sharing information and building relationships. A "buy now" approach doesn't usually work. This is the perfect job for online advertising. Part II of this book reveals strategies for attracting profitable customers, while also appealing to the spiders and press.