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39 Prominent Publicists Share Their Top 3 Tips To Earn Media Coverage

“Marketing” means to take measures to help bring your product or service to the market. There are two basic means of marketing, Paid Media and Earned Media. Paid Media includes advertising such as a TV ad or a Facebook ad. The advantage of paid media is that it is fairly early to obtain, and it can also be targeted to a very specific demographic. The drawback of Paid Media is that it is less credible or believable. Consumers know that anyone can pay for an advertisement. Earned Media is another form of marketing. Earned media is when a company or individual is discussed in an editorial or journalistic segment, like this [Buzzfeed article](#), for example. The advantage of Earned Media is that it is much more credible, because there is an assumption that the journalist or editors chose to cover the company or individual based on merit and not because there was any financial exchange. The drawback of Earned Media is that it is much more difficult to obtain. So indeed, how does one earn, Earn Media? I turned to 39 prominent publicists, people who’s job is to help people earn media coverage, to share their top 3 tips to get featured in the Media. Here are their ideas:

Nubia DuVall Wilson, President/Founder, Cielo Consulting



My PR Background

Nubia DuVall Wilson is the founder of the boutique public relations and marketing agency Cielo Consulting, which focuses on luxury lifestyle and travel. Her passion is supporting entrepreneurs and small businesses growth through PR campaigns, strategic partnerships and digital marketing. Throughout her agency career she worked with some of the biggest names in spirits, food and travel, including Bacardi Rum and its portfolio, Mustique Island, Preferred Hotel Group and Eden Rock—St Barths.

My Top 3 Suggestions to Get Media Coverage

1. Think about your audience and connect that segment with the appropriate news outlet. Not every outlet will be appropriate once you are able to fine tune your perfect customer and what they most likely read. A five-star hotel launching the world's most luxurious suite would be of interest to an editor Robb Report, but not at Budget Travel.

2. Give editors a why now reason to cover your news. Create timely news hooks that will fit into news stories media are most likely already crafting. National holidays, the seasons, major events like the Olympics or election year are just a few examples. Don't forget about timing. To get into a print magazine, you'll need to pitch months in advance so that your story hits at the right time.

3. What makes your company different from the rest? You need to be able to explain to media why they should write about your company versus others. For example, New York City has hundreds of Italian restaurants. What will make a New York Times food editor write a feature on one restaurant over another—especially if it has been open for years? Let's create some news. The restaurant could launch a new menu program, such as a special sensory tasting menu inspired by a current event in the news for a limited time. Now there is a reason to invite media to try something new at the restaurant and a call to action for diners to return for a unique experience.