

Maximize the Success of your Editorial Coverage

Editorial coverage helps you increase marketplace visibility, develop a competitive edge, and become a recognized leader in your industry. But the attention your company receives doesn't have to end in the pages of a magazine or with your online article. Here are a number of simple things you can do to leverage your editorial coverage into additional exposure, extending the life span of the piece and reaching a wider audience.

- **Add it to your website.** If you don't already have a press section on your website, create one and showcase your coverage by adding a PDF of an article or white paper or a link to the online article. Be sure to keep this section of your website updated with press releases, white papers, case studies, and articles.
- **Distribute coverage electronically within your organization.** It's important for your employees to be informed about any press coverage. Not only is it a morale booster, staff members may forward the coverage to industry peers, expanding your credibility and reach. Copies of articles, white papers, case studies, and blogs also make impactful presentations with your Board of Directors, Advisory Council and other critical stakeholders.
- **Include it with your marketing collateral.** Glossy reprints of your article are an ideal leave-behind for your sales and marketing team. Include them with press kits to promote speaking engagements, interviews and additional opportunities. Distribute reprints at tradeshow, conventions or other business meetings and events. When included as part of a business plan, reprints may also help secure corporate funding.
- **Send coverage to clients and prospects.** You know the importance of staying top-of-mind with your clients and prospects. To enhance your visibility, share your coverage either by email, hard copy with a personalized note, or as part of your company's newsletter.
- **Share via social media.** Spread the word about your coverage through Twitter, Facebook, LinkedIn, and other social-media platforms. Consider asking your employees, colleagues and peers to share your coverage for additional exposure.
- **Use as a recruiting tool.** Encourage your human resources team to share your media coverage with potential employees. Positive press and media exposure demonstrates company success and may help attract new talent.
- **Repurpose the content.** Your article can be transformed into a variety of audio and video formats. Consider developing webinars, podcasts or even videos to expand the reach of your media coverage.
- **Put your article on display.** Framed or laminated copies of your coverage in your lobby, reception area or office give your company added credibility and increased visibility with visitors. If your collection of coverage is extensive, consider placing copies in a binder displayed in your lobby or reception area.

It's important to note that every publication has different copyright restrictions. Generally, publications have no problem with you sharing a link to their website. However, for print distribution, most publications want to be sure that they are recognized as the publisher. Be sure to check the outlet's copyright rules before repurposing editorial coverage.