

# Get Noticed

## Maximize the Impact of Your Published Articles

Editorial coverage helps you increase marketplace visibility, develop a competitive edge, and become a recognized leader in your industry. Here are some simple ways 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 include PDFs of all published articles, white papers, press releases, etc. Keep this section of your website updated with new content as it publishes.



**Distribute content throughout your organization.** It's important for your employees to be informed about media coverage and new marketing content. Not only is it a morale booster, staff members may forward the coverage to industry peers, potential clients and other stakeholders, expanding your credibility and reach.



**Use in marketing and sales efforts.** Glossy reprints of your article are an ideal leave-behind for sales and marketing teams. Include published content in press kits. Display and distribute reprints at tradeshows and events. Incorporate materials into corporate and sales presentations. Share coverage with prospects and customers by email, hard copy or in your company's newsletter.



**Share via social media.** Spread the word about your coverage through Twitter, Facebook, LinkedIn and other social-media platforms. Ask employees, colleagues and strategic partners to share your posts 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 print, audio and video formats. Consider developing blogs, webinars, podcasts or even videos based on the original published piece.



**Put your article on display.** Frame a copy of your coverage and display it in your lobby, reception area or office.

It's important to note that every publication has different copyright restrictions. Generally, publications encourage sharing articles with new audiences as long as they are recognized as the publisher. Be sure to check the outlet's copyright rules before repurposing editorial coverage.

To learn more about how editorial coverage can increase your credibility, visibility and name recognition in the marketplace, visit [www.tradepressservices.com](http://www.tradepressservices.com).

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