

# YOUR GUIDE TO RECEIVING PR COVERAGE USING THE EB100 TEMPLATE

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**1. Download the template PR** and input your own brand information in place of all red (highlighted) text, making sure you include your contact details and website link as a call to action. Don't forget to remove any guidance notes and/or brackets we have included.

**2. Build yourself a local media list.** Go online to each of your local newspaper and radio station websites as well as those of your sector's media. Search out the news and business editor contact details – name, email and phone number. For radio, contact producers as they are the ones who decide programming. For small outlets, look for and speak to a newsdesk, as small operations may not have a dedicated reporter on call each day.

**3. Call each contact** and ask if they'd be interested in receiving the story. When calling, ask if they are the right contact (if not then who is?) and, if they seem interested in including, offer to send the press release to them in an email. As journalists are more regularly working from home, you might only be able to get in touch via email.

**4. Send the press release and a high resolution (above 1MB) photo of your team** (or something that similarly demonstrates how great your brand is!) as soon as you come off the phone. If the photo has people in it then provide their names (from left to right) in the Editor's Notes section at the end of the press release.

**5. And if you can't reach the contact over the phone.** Write a short, informative email to them – introduce yourself, your brand, and explain that you've been polled in a national league table for the best SME Businesses in the UK. Offer to follow up with the press release and a photo, if the story is of interest.

**6. Follow up with the journalist two or three days later.** Give them a call and check they had everything they needed to be able to use the story.

**7. Keep checking for coverage.** Sometimes, the media contact you have spoken to will let you know when it's going to run but it's best to check the websites and titles you pitched to regularly, keeping an eye out for your story.

**8. And if your story secures online coverage...** make sure you share it far and wide! If applicable, use the social media sharing buttons which are often next to the articles published online to promote on your own social media channels. If there aren't any sharing buttons, copy the link and post to your own social media. Unfortunately, due to strict licensing restrictions around sharing print coverage, you won't be able to share PDF clippings or photos of any secured print coverage, unless you have permission from the title to do so or pay for a licence with the Newspaper Licensing Agency.

### **Remember!**

It's so important to make the most of your EB100 placing in your trade and sector specific media, as well as locally to your head office if you have a physical location. This could be something your businesses could capitalise on locally too! If you don't have the time or the internal resource to be able to undertake PR for your brand but want to make the most of your listing, get in touch to see how we can help.

**Email Rachael at [rachael@thisismoja.com](mailto:rachael@thisismoja.com)**

