

## Our Perspective on Media Relations

Earned media, or credible, third-party coverage is the most effective source of information for consumers from our perspective on media relations. It's reach affects consumers along all stages of the purchase process, and across all product categories. It's important to build meaningful relationships with media, so that they can help you communicate the organization's goals, ideas, intent and newsworthy inventions. By cultivating a stronger relationship with the media, you are able to build a stronger relationship between your brand and the public.

QMobius believes in the following best practices for media relations.

1. **Target the appropriate media contact, understand who they are and always tailor your pitch.** Avoid becoming PR spam and offer content that your contact is interested in. Social media is a great way to research what the reporter's interests are, and the types of stories they have worked on in the past.
2. **Don't give reporters fluff.** Always offer facts when they are available to present your ideas. Survey data or referencing past published stories are great ways to build your case.
3. **Be prepared.** Reporters want to offer their audiences a rich experience. Have multimedia ready, such as pictures, video or audio. Ensure brand spokespeople are available for quotes or interviews to help supplement coverage.
4. **Know your client.** It's important to have background knowledge that goes beyond talking points. To help reporters round out a story, you will need to answer questions quickly and succinctly.
5. **Act fast.** Respond to reporters in a timely fashion. Media usually want immediate answers, so be sure that you're available to support any inquiries that may come through.
6. **Don't pitch anything too commercial or oversold.** Reporters want to offer genuine content. Create open, honest, and transparent dialogue to win audiences over.
7. **Grow a thick skin.** Rejection is likely to happen and not many pitches selected. Don't get discouraged.