

## **Promotion — How to get Free Publicity**

### **Intro:**

Having your work or business featured by newspapers, magazines, TV, radio or the Internet gives you valuable exposure that money cannot buy. Some people get this attention because they know how to create and make the most of media opportunities. Here are five techniques to use to get this valuable free publicity:

It is a unique name which a person / company / institution can lease (sometimes referred to as parking) for an agreed amount of time. You lease a domain name from a domain name registrar.

### **1. Support the media.**

Contact the editors of publications and programs you follow, commenting on their work and suggesting specific story ideas in your field of expertise. Consider all the possible kinds of media outlets: newspapers, magazines, TV, radio, Internet. Think of all levels of media:

Locally: your neighbourhood, town or community publications, TV and radio stations, and Web sites.

Regionally: outlets covering wider geographic areas may still regard you as of local interest to their audiences.

Nationally: target specific magazines and sections of newspapers that feature your kind of work or its applications, specific programs at TV and radio stations, and Web sites in your field.

Internationally: develop contacts with special-interest media outlets that cover your area. Stories from Canada can make a welcome change of pace for them.

Share your knowledge and be seen as an expert, by keeping editors informed about developments in your area. You might be asked to give an interview some time. Support the media through subscriptions and advertising if you can. Healthy media can afford to give wide coverage, and your business could get a turn.

### **2. Make the news.**

Send out important news releases instead of empty self promotion. Struggles or setbacks can be more interesting than positive news, especially if you explain what you're doing to improve the situation.

### **3. Respond to media calls.**

All who answer your telephone should realize the value of calls from journalists, and be prepared to respond promptly and helpfully with general information. Be available for interviews over the phone or in person, and be willing to let the journalists talk freely to anyone.

### **4. Help the journalist do a good job.**

Invite the journalist to visit your office or studio, and to take pictures, or offer your own photos. Provide useful reference materials, including names of experts, colleagues and even competitors.

### **5. Follow up any coverage.**

A note of appreciation may help editors and journalists remember you next time. If you disagree with anything that was featured about you, a reasonably-worded letter to the editor may get published or aired, bringing you additional attention.

If you feel overwhelmed by any of this, you can hire some project help. Public relations specialists and freelance writers can handle some of these techniques for you. Making media relations part of your marketing strategy should bring you valuable free publicity