



How to create more media exposure for your company

Google Alerts

Be sure to set up a Google Alert for your name, so that when features get published, you receive a notification. Google.com/alerts

Pingler

Use Pingler.com to share any links you are featured in. This will give more online views and social proof.

Media attracts Media!

Spread the News

Retweet your articles. Re-post the links and share your media features in your newsletters. This creates excitement, energy, and many times, even more media opportunities.

As Featured In

Use the logos from any features or interviews to create an “As featured in” section on your website, in your media pitches, and on your printed material.

Plan For It

Submit and pitch 3 times each month. Schedule the 1st, 10th and 20th as your “Media” days. Responding to media queries is a great way to find new stages, platforms and attract more perfect leads. Helpareporter.net is a helpful starting point.

Angel Tuccy is the CEO of Vedette Global, a Media Influencer Training Company. Angel is a best selling author who was in the top 1% of women radio hosts. For a decade, she hosted two prime time radio programs, hosting more than 2500 broadcasts and interviewing over 4,000 guests. She is passionate about empowering people to clearly define their media strategy to attract more publicity & increase their influence. www.MakeYourBigImpact.com