



media relations



Effective Media Relations

The real and the virtual worlds continue to converge and readers no longer rely on a single source for their news input. They tend to be more selective as they forage for information – and attention spans have been reduced to seconds rather than minutes.

As people become more selective, the speed and spread of information means that this morning's good story is already forgotten by the end of the day, UNLESS you can make your content truly compelling. Because even in today's changing media landscape, there is still plenty of room for stories that touch us, information that matters and messages that are meaningful. Readers continue to appreciate genuine and high-value information – on topics that matter to them.

Designing and delivering an effective media relations programme requires special skills. EMG has over 25 years of experience in reaching industrial decision makers across the world by implementing media campaigns across printed and digital media channels.

A media relations programme managed The EMG Way™ consists of:

- Objectives & Targets – deciding which messages need to be conveyed to clearly defined audiences in specific industries and geographical markets
- Key Messages & Story Lines – formulating key messages and evaluating which trends are relevant to different vertical markets and their corresponding media, and assessing how a press release or technical article can contribute

- Investments – balancing online/offline advertisements and editorial input to optimize effectiveness
- Sending & Receiving – selecting the right media list and using editorial calendars to schedule the outreach for each press release, localised where required
- Building Relationships - The information exchange and dialogue with trade media editors during media follow-up builds valuable longer-term relationships.
- Monitoring and measuring – Tracking the result, impact and performance of campaigns against the agreed objectives ensures correct targeting and ROI.

The right message for the right audience at the right time

Not every story needs to be told the same way. Editors look for different types of input and each publication has its own style and specific profile in terms of readership, language and coverage.

EMG deploys the full range of media material: feature articles, one-on-one interviews, new product announcements, application stories, customer testimonials, white papers and of course good photography. They all have a role to play in a balanced and effective media relations programme. EMG supports its clients by helping to identify the right messages and by categorising and prioritising editorial opportunities across the Americas, Asia Pacific and Europe.

PR Production, Distribution & Follow-Up

Breaking news is easily disseminated, while technical stories need more attention - during the creation of the article or press release as well as when it is being pitched or distributed.

EMG offers a turn-key service from briefing and copywriting, through to approval rounds and translations; and from selection of top tier media to building media lists, through to final distribution, media outreach and maximising coverage.

PressReleaseFinder.com and its Chinese language version PRF.cn form EMG's online press room, which plays a key role in the distribution process at EMG. Editors can access the latest news, look for background information, download images, videos and other material and receive alerts when new press materials are posted.

The screenshot shows the PressReleaseFinder.com website interface. At the top, there is a navigation bar with 'Home', 'Featured Companies', 'Industries', and 'Events'. A search bar and language selector are also visible. The main content area displays two news articles. The first article, dated 27 Jan, is titled 'SGP Press Release - New Board & Executive Director'. It features three circular charts showing growth percentages: 62%, 62%, and 52%. The second article, dated 26 Jan, is titled 'ELIX Polymers extends use of SAP Hybris customer relationship management tool to drive service excellence'. This article includes a word cloud with terms like 'Relationship', 'Marketing', 'CRM', 'Customer', 'Sales', and 'Service'. To the right of the article text is an image of a power cord with a connector. The website also includes a 'Welcome to PressReleaseFinder' section with instructions on how to use the site and feedback options.

News published on PressReleaseFinder.com is also made available as RSS feed, and via Twitter, Facebook and Flickr.

Trade Media 2.0

While some printed publications struggle to survive, new online media are growing in significance. This is not replacing traditional media, instead it is adding a new and complimentary channel, which is based on content and dialogue - a typical EMG expertise.

Message development, briefing books and media training are fundamental EMG services when it comes to preparing spokespeople for exposure to the media at exhibitions, press conferences, one-to-one interviews and during media tours.



With the rise of online media, anyone in your organisation can publish online or be in contact with someone who is about to publish news or comment about your company, your products or your services. Creating guidelines and understanding of what is said and by whom is key for effective communications. Especially as editors are part of the online community and can have a significant impact on your digital presence. EMG can help you get the most out of this exciting new channel.



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