

TEN TOP TIPS TO MAXIMISE MEDIA

An online press room is a good way for smaller advice firms to gain media exposure and differentiate themselves from the pack



CHRIS HOCKING,
principal,
Chris Hocking Strategies



SUSAN POPOVSKI,
director,
SP Communications

ONLINE PRESS rooms are an important tool used by larger Australian financial services licensees and institutions to improve media access. Smaller dealer groups can also compete for media coverage by developing a press room.

Research shows that online press rooms are among the most highly visited pages of a website. Remember that editors and journalists often need information or are writing at times when you or your PR representative might not be available and this is when your online press room becomes an invaluable resource.

Here are ten top tips for creating an online press room that will help maximise your media coverage.

1. MAKE IT EASY TO FIND

Don't hide your press room. Many companies hide their press room under the 'About Us' or 'Company Info' menu tabs, but in order to maximise the exposure your press room receives it's best to include a direct link from the homepage.

2. MAKE IT COMPREHENSIVE AND CURRENT

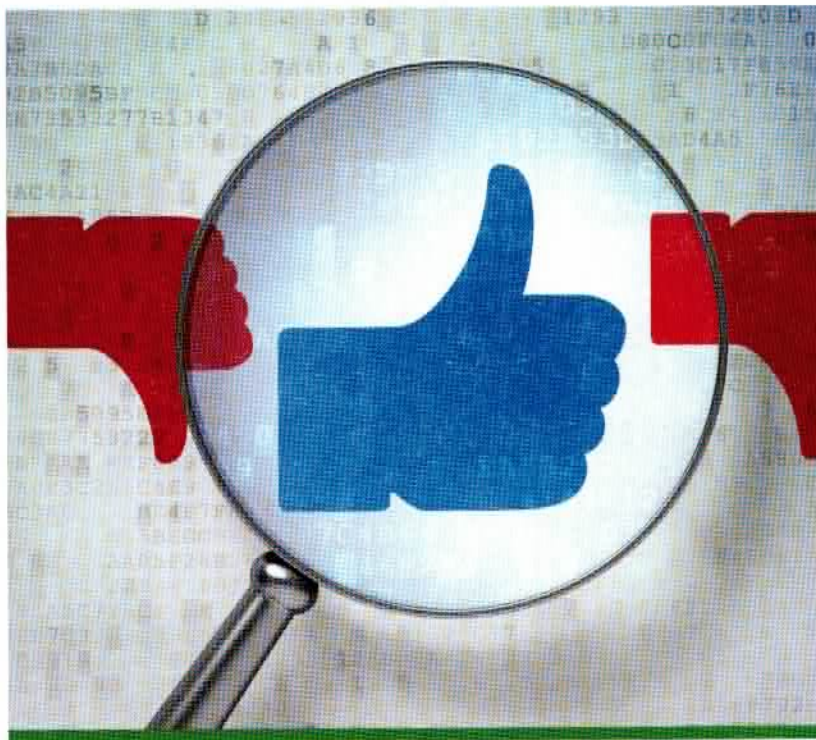
Press releases and announcements should be listed in chronological order and kept up-to-date. Don't delete any dates from previously released information and or older releases from your site – simply archive them.

3. HAVE THE CORRECT CONTACT DETAILS

You need to be responsive to any incoming PR queries, so it is essential that your contact information is correct. If you have multiple regions, you need to include contacts for each one. Plus, if you have changed PR firms, ensure that all your older releases include updated contact details.

4. GIVE THE MEDIA WHAT THEY NEED

Your online press room should serve as a hub for all the relevant information a media contact might need to provide you with coverage. Providing quick links to



relevant information, such as logos, recent articles and spokespeople, will be helpful.

5. IT'S ABOUT MORE THAN WORDS

Effective content is not limited to words or press releases. Including relevant charts, graphs, audio feeds and visual clips in your online press room will enable media contacts to utilise a mixture of content.

6. LIST YOUR SPOKESPEOPLE

It's important to list your organisation's spokespeople in your online press room so media contacts know whom they can speak to regarding a specific issue or story. Ensure that you include a short bio and any other relevant information.

7. STRUCTURE IT WELL

Don't cram everything into a single page or make it hard for media to find what they need. Design your online press room with separate sections so it's easy to navigate.

8. OFFER A SIGN-UP OPTION

Offering media the option of an e-newsletter sign-up within your online

press room makes it easier for you to put information out to them on a regular basis.

9. BE OPEN

Asking for information from visitors will not only make them view you as inaccessible and cagey but chances are they will not visit your press room again.

10. MAKE YOUR CONTENT EDITABLE

Media often need to easily cut and paste from your press releases, information sheets and more, so post them as text on your web page, not as locked PDFs.

So, if you build it, will they come? Yes – media will access your information if it is useful and your SEO is well structured to drive traffic to your site. Potential clients will also use your press room if it provides them with helpful and informative content.

Chris Hocking is principal of Chris Hocking Strategies and a qualified financial planner. Susan Popovski is director of SP Communications and senior media director at Chris Hocking Strategies.