

THE PERFECT PITCH

A big part of any editor's day is spent sifting through emails and calls from publicists, brands and comms people, and it's their job to decide whether they can see a story or coverage opportunity in those pitches.

So, HOW you pitch, WHEN you pitch, and WHAT you pitch are all very important.

When it comes to getting media coverage for your business, there is owned PR (paid) and earned PR (unpaid). Ideally you want to earn it rather than having to fork out for paid coverage.

Your top questions about pitching to media answered:

1 Do I need to send media companies my products to sample? Or is it fine to just send them an email?

The best way to get the product in the right hands is to first ensure they want to receive your product. Send the editor an email or DM on social and ask them first - that way you're not wasting valuable time & resources on the wrong contact. They may also direct you to the right person, or you can ask them who the best contact would be. Sending your products is not always necessary, so it's best to check first.

Hot Tip

If you've got a great product you want exposure to and if the ultimate goal is to get your product into an editor's hands, send them your product in packaging that's bold or clever or photogenic for the 'gram - that'll increase your chance of an organic mention.



Pictured above are two very creative PR packages that we have recently received in the Mamamia office



Hot Tip

If you can team up or collab with another Lady Startup, even better! For example, this PR package from Breeze Balm included a body positive candle and 'self-love' stickers for your mirror to announce their new body cream product. It made the package super fun to unbox and is a great way for their biz to stand out from the crowd. Plus, it was a bonus that the other businesses included in the box also got publicity. A win-win situation.

Brainstorm ways you could collaborate with other Lady Startups:

2 What does an editor look for when they sort through email submissions?

If the editor is working on a product roundup, for example a beauty editor rounding up the best face oils, they're looking for the easiest and best solution to write their story. Supplying them with high-res imagery, or product shots that they can easily work with will make you stand out. Include the bullet points of why it's useful and worth including. Editors work fast - if it's too long or wordy, it might get skipped.

Hot Tip

Ask editors to be added to their 'callout lists', which are generic alerts they send to agency and PR contacts, requesting submissions for specific stories. Then when they reach out and request your product, you can cater to their specific needs. They need YOU! You're much more likely to get placements in stories this way.

3 How long should I expect to wait until I hear back from a media outlet? Is it ok to follow up with them?

Waiting up to a week is standard, and then it's worth a polite follow-up. One follow-up email is very normal. If you're just not hearing back, assume they're busy and may have missed it. Many editors are overloaded with pitches and requests, so it's never personal. Instagram DM's can be a softer way to chase, and that way you can form a casual relationship with the journalist too.

4 What if I send my product but they don't feature me?

That's ok! It's still on their radar for next time. You can always follow up and ask why it wasn't a fit for their publication, or if you can send them something else more suitable. Editors get stacks of stuff, often it sits idle until the right opportunity comes up so it could be weeks or even months later that your submission suits an editorial piece they're writing.

5 How can a service-based business pitch to the media?

Find an 'in' with a publication based on their agenda that would be a good fit for your service-based business. Look at what stories they regularly publish, or if they have a particular content series that you think your service is a good fit for, specifically to those. Be targeted. Editors love when you've done some of the thinking for them and essentially you're just making it easy.

Hot Tip

You could also couple up with an influencer or ambassador who can be a face for your brand/product. They can really help to add a layer of interest for the media. Sometimes these ambassadors are entry points for coverage. The publication might have a running series, say something like 'A Day in the Life', where they can profile that influencer and include a mention for your brand which they endorse.

Your quick tip checklist:

Tailor your pitch. Avoid starting your email with something like "Hey there!" or even worse... "Dear Sir/Madam". If you're emailing a big media company, look on their website and find the name of an author that usually writes content around your topic and hunt down their email address. It should be available on their website.

Make your email's subject link irresistible. Think about the angle or story you are pitching to them and write your subject line as if it was the headline for an article they might publish. This is a quick way to stand out from the crowd.

Skip the long introductions. Most journalists don't want to read the extra 'fluff' in the introductions that normally you would start your email with. Their main purpose is to write impactful content and they just want to know what your story or angle is. Being straight to the point is going to be your best route.

Press release template. Just copy, paste & fill in the blanks!

Hi [FIRST NAME],

[CAPTIVATING HEADLINE]

[TAGLINE SUMMARY OF YOUR STORY]

[INSERT REASON WHY THIS STORY IS NEWSWORTHY IN DOT POINT FORM]

[INSERT QUOTES]

If you have any other questions or require anything else, please don't hesitate to get back in touch.

Look forward to hearing from you soon.

Thanks,
[YOUR NAME].



Extra Notes?