



Hi Shelby,

It's starting to feel like summer, the perfect time to make a big splash. That's exactly what our client wanted when we recently launched a new tech software platform to the media. The client wanted to get as much coverage as possible for the launch, as well as the most impactful placement.

Our strategy? Offer a media exclusive to the journalist who we believed would give the platform the time and attention necessary to ensure a thorough and well-considered article. This particular reporter has a strong following and often leads the news agenda in the niche tech space we were targeting.

The strategy worked: the reporter conducted a demo, interviewed the company's CEO and wrote a positive, lengthy piece. After the exclusive story went live, we continued our outreach and secured more media coverage in other relevant outlets.

There are many pros and cons to offering media exclusives — the key is knowing when and how to use them. In our latest blog post, Kevin Beaugrand walks you through how exclusives work, potential pitfalls and what you should consider when using the strategy to make a media "splash" of your own.

Cheers,
Steven

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Related Posts



[Reprint Rights 101: How AEC firms can promote media hits without getting sued](#)

Did you recently have a project featured in the news? Did one of your SMEs contribute a bylined article to a trade publication? Before you shout it from the rooftops, learn the do's and don'ts when it comes to reprints and republishing so you don't get slapped (with a copyright violation) faster than Chris Rock on Oscar's night.



[What to do when the media gets it wrong](#)

Mistakes happen. So what do you do when a news story includes an error about your company or a recent project? In this INKsights post, Michelle Calcote King equips you with a game plan, including ways to minimize future mishaps.

Spill the Ink Podcast



[The Role of Sales in Professional Services Firms with Mark Wainwright of Wainwright Insight](#)

AEC firms often don't like the word sales because they don't want to be salesy. The thing is, these companies have to sell their expertise to stay in business, so finding and winning new clients and new work is critical. In this episode of the *Spill the Ink* podcast, Michelle talks with Mark Wainwright of Wainwright Insights about the fractional sales management model and how it benefits doer-sellers in AEC firms who must balance their role as salespeople and practitioners.

KNOWLEDGE EXTRACTION: GET THE INFORMATION YOU NEED FROM SMES



Our principal recently presented at the Society for Marketing Professional Services' Southeastern Conference on the topic of knowledge extraction. If you want to learn how to get better information from your subject matter experts (SMEs) for thought leadership and other marketing content, download Michelle's presentation below.

[Download the presentation](#)

ABOUT US:

Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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