



Hi Shelby,

We recently launched a new legal tech software platform to the media. Our client wanted to get as much coverage as possible for the launch, as well as the most impactful placement.

We decided that the best strategy was to offer a **media exclusive** to the reporter who we believed would give the platform the time and attention necessary to ensure a thorough and well-considered article. This reporter has a strong following and often leads the news agenda in the legal tech space.

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 outlets.

There are many pros and cons to offering media exclusives. In our latest blog post, Kevin Beaugrand walks you through how media exclusives work, potential pitfalls and what you should consider when using the strategy.

Until next time, happy marketing!

Michelle

[READ THE POST](#)

Recent Posts



**Who does what in the newsroom? A guide to media roles**

Pitching to the right person at a media outlet can make the difference between having your company make the front page or helplessly watching it slip through the cracks of someone's inbox. Even small newsrooms exchange thousands of emails every day, and a fraction of the staff is tasked with screening and collecting stories to go to broadcast, print or online.

You must stand out and connect with the gatekeepers to enjoy the benefits of media coverage. Demystify who does what in the newsroom with our [guide to media roles here](#).



**What to do when the media gets it wrong**

In today's web-driven, social media-centric news landscape, some journalists value being first more than being accurate. Reporters are forced to do more with less, crank out stories faster than ever before and can be increasingly focused on clicks and views at the expense of solid, introspective reporting.

At the same time, misinformation now spreads faster than measles at an anti-vaxxers convention. And, once people are exposed to misinformation, it's incredibly difficult to remove its influence. As the saying goes, mud sticks. So what can you do if the media gets your facts wrong? Learn what to do [when the media gets it wrong here](#).

WHAT WE'RE READING

- [How to pitch yourself to the media to effectively position your law firm](#) — I recently sat down with the Legal Mastermind Podcast to talk all things media relations for law firms, including how attorneys can effectively position themselves as expert sources. *(Legal Mastermind Podcast)*
- [How to move from communications firefighting to futuring](#) — As chief communications officer at Ford during the Great Recession, Ray Day learned how to make bold moves in the face of adversity. He shares his lessons from that time and how you can apply them to today's challenges in this article. *(Ragan's PR Daily)*
- [Betting boldly in a bear market](#) — In another look back at lessons from the Great Recession, author James Goodnow argues that BigLaw will get more bang for its buck by aggressively making moves for strategic growth, since doing so is likely cheaper than usual. *(Above the Law)*

WHAT WE'RE DOING



We recently won a prestigious award from the Zweig Group for our work with architecture, engineering and construction firm Stellar, which has netted a staggering 6,250% return on investment over the past seven years. [Learn more about the award — and our work with Stellar — here.](#)

THE LAWYERS' GUIDE TO GETTING PUBLISHED IN THE MEDIA

Media coverage can build a brand — and boost a law practice — like no other marketing tactic. Getting quoted in a story, being interviewed on a TV show or authoring a bylined article imports credibility, trust and status.

If you're an attorney looking to build your reputation and your practice, "The Lawyers' Guide to Getting Published in the Media" will unveil how to get the results we've achieved for law firms throughout the country.

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

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