

WHAT YOUR BRAND NEEDS WHEN PITCHING *to Press* by PR Dispatch

An essential part of PR is making sure you make the editor's job easy every step of the way. Make sure you have everything you need before you get in contact.

THE ESSENTIALS

- Cut-out Imagery - Images of your product with no background
- Line Sheet - Document to communicate necessary info to prospective buyers (Cut-out images, RRP, style and variation)
- Look book - High quality, styled images to display your product collection
- Confirm your pricing - Ensure your price point is right for your brand and target market
- Website - Both aesthetically pleasing and user friendly
- Lifestyle imagery - Images showing your product in real life, everyday scenarios
- Instagram - Showcasing your product as well as high quality images relevant to your brand and audience

WHAT PRESS COVERAGE CAN DO FOR YOUR BRAND

Boost your brand awareness

The reach of online and print publications speak for themselves. Stylist Magazine has a weekly distribution of 404,408 magazines across London. The Guardian has a total print readership of 1,199,000. GQ has 3.9 million Instagram followers. Start utilising these platforms to shout about your brand.

Establish brand credibility

In a world of content saturation, recommendations hold far more value than direct sales and sponsored content. A product chosen specifically by an editor of a large publication, is a respected acclamation of quality and can be used to boost your brand status. The best part is it's absolutely free!

Build stockists

Press can lead to new stockist opportunities and further brand expansion.

Achieve repeat coverage

Good press makes your brand more desirable not only to consumers, but to other publications, too. Editors are always looking for new products to feature and will often look for inspiration from other media platforms.

Drive sales

Market research continuously proves that consumers need multiple touch points to get to know your brand and your reputation before making a purchase. Product placement is an integral part of the sales process because it can be the most cost efficient and persuasive touch point.

HOW TO WORK WITH THE PRESS

Lead times

- Different types of publications have different lead times
- Monthly magazines are compiled up to six months in advance
- Weekly magazines have much shorter lead times, online even shorter

Tailor your approach

- Tailoring your approach makes getting noticed more likely
- Try to refrain from using too much copy & paste. Make sure to research each and every
- Be sure to only send your pitches via email: editors are all about visuals
- Going the extra mile will yield greater results

First impressions count

The subject line of an email could be the difference between an editor opening your pitch or sending it straight to junk.

Be relevant

- Make sure you highlight how your brand is relevant
- Editors tend to be time poor, so don't talk them through your life
- Don't forget to link to your website, give them a bit of information on your product and your price point, attach a low-res image, and be sure to reference the feature you are pitching to.

HOW TO COMPILE THE PERFECT PITCH EMAIL

Be targeted: Editors will only feature you if they know their readers are likely to be interested in your products.

Be friendly: Keep your emails informal and friendly but still concise.
For example, say...

'Hi Sophie, (not Dear)
Hope you are having a lovely Friday'.

Why did you love his/her last feature? Be genuine and show that you have done your research before introducing your product. Building a relationship between your brand and the press can increase the potential of future coverage.

Be organised: Keep your press database organised. Make note of who you contacted, when and for which product.

WHAT TO DO IF YOU DON'T GET ANY REPLIES

Follow up, and follow up again

- Sometimes all it takes is a little nudge for editors to pick up on your email.
- A week or two after your initial email is a reasonable amount of time to wait
- Send a short but concise follow up
- If they still don't get back to you, don't send another follow up email straight away
- Put your focus on other features and try again when there's another relevant date in your calendar

Successful PR takes patience, but persistence eventually pays off.

HOW TO MAKE THE MOST OF MEDIA COVERAGE

Track your coverage: measure what worked and remember that it's not just about sale

PR your PR: Share it on social media, find other people who shared it, send your coverage to your newsletter subscription