

CREATE YOUR DIY MEDIA OUTREACH STRATEGY

Create Your Media Outreach List

BY **STARTUP FASHION**

Now it's time to decide who you want to reach out to about all of this newsworthy stuff you're doing. It's time to create your media list.

There are a variety of ways to figure out what media outlets are best for your brand. Before we jump into the actual research, I want to make a note on the importance of diversifying your media outlets.

If you only go after the most popular fashion magazines, you're doing your brand a disservice.

Mixing it up and pitching a diverse group of media is a big step towards seeing success.

LET'S GET STARTED!

Include the following kinds of press when you're doing your research:

- Podcasts- business focused, fashion focused, mom business, etc.
- Independent, niche magazines
- Small digital publications
- Arty zines-
- Blogs- not just fashion focused, but business focused, mom focused, etc. Just like the podcasts

Pro Tip: With niche and independent media, before you pitch, do some research on how they promote the features (social media) in order to extend the stories reach as much as possible. If they fall flat here, it might be best to put your energy elsewhere.

OK, now it's time to research.

RESEARCH

OPTION 1: GOOGLE ALERTS

Decide on a list of words and phrases that are related to your business and brand. This can include general terms as well as competitor names and complementary brand names.

Set up Google Alerts so that the content is coming to you! As an example, StartUp FASHION's media outreach Google alerts include "independent designers" "emerging designers" "business of fashion", "fashion design", etc.

What 5 to 10 Google alerts will you set up?

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OPTION 2: PHYSICAL PUBLICATIONS

Make a list of physical publications that you want to research. Go to a bookstore and read through the publications, take pictures of the masthead, note articles that are in line with your brand and record the journalist name.

What publications do you want to research?

OPTION 3: BRAND RESEARCH

Make a list of 10 brands that are your competitors as well as complementary to your brand.

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Visit their websites and do Google searches of their names. List some of the journalists and publications covering these brands.

OPTION 4: HASHTAGS

Hashtags can be a great way to search for relevant topics and find journalists to connect with. Search hashtags on Instagram and Twitter to find publications in your niche, podcasts, and journalists.

What hashtags will you search?

Now, create your media list using the template we provided as an additional resource.