

CREATE YOUR DIY MEDIA OUTREACH STRATEGY

Create Your Media Outreach Strategy

BY STARTUP FASHION

When it comes to creating an actual strategy around your media outreach it's important to start with your business goals.

The easiest way to organize this is quarterly.

Think about the natural press and news cycle in your business. Your goal should be to have one really interesting piece of news per quarter.

That could be the launch of your collections. Or maybe you're producing a major event or launching a cool collaboration or a limited edition piece.

LET'S GET STARTED!

This quarter, what is the big news thing you want to get picked up by the media?

Can you plan for two quarters out, as well? What big news do you have planned for the next two quarters of your business that is newsworthy?

Next Quarter:

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Following Quarter:

Now fill in the gaps with other news that can be shared but is not quite as large and noteworthy but still shareable and interesting. Or maybe you're season-less and don't launch a new collection 4 times a year so you need to think about what to do between collections launches.

What is your in-between news for the next few quarters?