

# CREATE YOUR DIY MEDIA OUTREACH STRATEGY

## Develop Your Pre-Pitch Preparation

BY STARTUP FASHION

There are things that you need to have in place before you even begin reaching out to the media. This is true mainly because if you reach out and are not prepared for their response, you risk losing not only the current opportunity but also the possibility of building a relationship with the journalist.

# LET'S GET STARTED!

## BUSINESS GOAL

Your press strategy needs to be aligned with your current business goal. You can use that to prioritize your media outreach.

What is your current, most important business goal?

Based on your most important goal, what is the goal you're after right now with media outreach?

- email addresses on a mailing list (prepping for a brand or collection launch but also, just always a good goal to have)
- sales/conversions (launched and need to convert website visitors)
- brand awareness between collections (just keeping the conversation going)
- demonstrate expertise (positioning yourself to speak at conferences or land a guest contributor spot)
- event attendance (you have popups, trunk shows, markets, or other events planned in the near future)

## TIME COMMITMENT

The next thing to consider is the commitment. In order to be effective, you need to be consistent. Even if that means you only have one hour per week to dedicate to media outreach.

Review your calendar.

Realistically, how much time do you have to devote to your media outreach each month?

Now, how will you divvy up that time?

hour(s) per day or hour(s) per week

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### BRANDING

Next it's time to take a cold, hard look at your digital branding. This can be brutal, but a huge part of whether or not a journalist or editor will cover your brand is whether or not your digital branding is professional, well-designed, and thoughtful.

Take a look at your digital branding. Be honest. How do you appear to a complete stranger online?

What will you do to improve these things?

- Purchase a new website template to look more professional
- Redesign your homepage
- Rewrite the copy on your website and your About page
- Update your blog template to look more professional
- Write more thoughtful blog posts
- Book a photo shoot for high quality images