

Greentarget Media Relations Vision

Intellectual Curiosity, Empathy, Trust, and Grit.

These are the essential elements that inspire our work – both with our clients and the journalists who cover them. These elements are also the foundation of our development and implementation of successful media relations programs at Greentarget – and they have been since our firm’s earliest days.

The media landscape is constantly shifting, and news organizations are in the midst of disruption that would have been unthinkable not long ago. As print newspapers and magazines continue to fold or shrink, digital news and social media grow. Faced with tight deadlines and demands to produce content online and through social media, journalists are under constant pressure. To top it off, the public’s trust in traditional media sources has [declined](#).

Against this backdrop, there are some [rumblings](#) that earned media might become obsolete – rumblings with which we wholeheartedly disagree. While Americans are consuming the news in evolving ways – with [nine out of 10 adults now getting news online](#) – there isn’t less interest in news. We’re seeing explosive growth in digital journalism, with emerging outlets adding resources and staff. As a result, earned media will continue to be a preferred way for B2B and professional services companies to enhance their reputations and direct smarter conversations to key stakeholders.

Known by clients and colleagues as the “guardians of the lost art of media relations,” we at Greentarget are keeping a close watch on the changes to the media landscape and adapting as

need be. However, more often than not, we’ve found that staying true to the principles and approaches that we’ve had since our company’s founding is the best approach for our firm and our clients.

At our core, we believe successful earned media campaigns are about aligning our client’s business objectives with communications goals. This means finding clients the right platform to get the messages in front of the right people. We pride ourselves on offering journalists reputable spokespeople who add value to their stories – which, in turn, forges strong relationships with these journalists who return to us time and time again. It is through this process that clients get the third-party validation they need that can turn a quote into a measurable sales impact.

Process for Developing and Implementing Strategic Media Relations Campaigns

At Greentarget, we work with some of the smartest people in the business and legal worlds, and we know that intellectual capital is why they stand out among the competition. The following is how we work with clients to develop and implement strategic media relations campaigns:

Using Greentarget's [client engagement process](#) as a guide, we gain an understanding of our client's business objectives, along with the key messages and unique insights they'd like to direct to their most important stakeholders via strategic media outlets.

Keeping our clients' business development goals top of mind, we develop media relations plans with an eye toward enhancing their reputations and strategically positioning them in the minds of potential customers.

From there, we employ a newsroom approach, responding to breaking news with insights, leveraging company news, placing contributed content, etc. As a result, we are consistently in front of our clients with ideas -- and we work hard to continuously gather new insights to fuel our pipeline.

We understand some clients have sensitivities when speaking to the media. But working closely with client's internal business development and marketing teams, we'll endeavor to clear conflicts and make sure there is complete comfort before speaking with a reporter.

Once media coverage is secured, we'll repurpose it using social and direct channels to target audiences.

We constantly evaluate our efforts, check in with clients to ensure

we're on track to meet agreed-upon goals, and retool as needed. We work to go beyond driving awareness to actual shifts in perception – i.e., real sales impacts. We are committed to ensuring that our strategic media relations campaigns will attract RFP invitations, create preference with buyers and directly contribute to sales wins.

Engaging the Media

Despite the relentless challenges facing both traditional and emerging news outlets, we believe the media remains a powerful and credible communications vehicle, particularly among the stakeholders that business-to-business organizations seek to influence. In Greentarget's [2018 State of Digital & Content Marketing Survey](#), 54 percent of respondents go to traditional media (e.g., *The Wall Street Journal*) on a daily basis for legal, business and industry news and information, and 45 percent find such sources very valuable – far above any other source.

Given the continued importance of established media, a era of smaller staffs and a 24-hour news cycle, we strive to be empathetic to the needs of reporters, and have a thoughtful and deliberate approach when engaging with the media.

We take the time to understand which publications and journalists our clients should be targeting, and extensively research how the topics that align with their business priorities have been covered by the media.

We know reporters are in dire need of credible sources -- and we always deliver. We also train our clients to understand that to get the third-

party validation they must be active participants and give reporters what they need. Put simply, reporters want unique perspectives that will resonate with their audiences.

Relatedly, we understand the issues we're pitching and know what makes a good story. Reporters know that when they see something coming from Greentarget, they should pay attention.

We pride ourselves on building solid and trustworthy relationships with reporters. We schedule meetings with them outside of the office to get a thorough understanding of the topics they're covering and assess how we can help support their coverage.

We are both respectful and relentless with our follow-up. We know reporters are often too busy to respond immediately, but we are dedicated to the work that our clients do, and make sure we do everything in our power to help their messages break through.

Greentarget's media relations capabilities include:

- Media strategy and positioning
- Media training

- Creative, results-driven implementation, including:
 - Story development fueled by market intelligence
 - Media roundtables
 - Targeted publishing campaigns, including bylines and op-eds
 - Coverage of branded [research](#) and [content](#)
 - Media campaigns focused on industry sectors
 - Growth and outlook/feature story development
 - Leadership editorial campaigns
 - Breaking news analysis and positioning
 - Maximizing organizational milestones, including strategic growth moves, major transactions, CSR accomplishments, and pro bono and community service
- Message pull-through analysis
- Media relations support



Greentarget

Direct a Smarter Conversation

About Greentarget

Greentarget is a strategic public relations firm focused exclusively on the communications needs of highly competitive business-to-business organizations. We counsel those who counsel the world's leading businesses and direct smarter conversations among their most important audiences to help deepen the relationships that impact the long-term value of their organizations.

For more information, visit www.greentarget.com.

Lisa Seidenberg
Vice President, Media Relations
lseidenberg@greentarget.com