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## Public Relations

### NEWSJACKING: A POWERFUL STRATEGY FOR SMALL BUSINESS VISIBILITY

Imagine this: a major news event unfolds nationally, capturing the attention of millions. As a small business owner, you might think such a massive event is beyond your reach. But think again. This is where the power of newsjacking comes in.

**Newsjacking** involves strategically aligning your brand with relevant news stories, even major national ones, to generate media attention and position yourself as an industry expert. While it might seem daunting for a small business to compete with large corporations for national media coverage, the truth is, newsjacking offers unique advantages. The best part? It's not as difficult as you might think to implement and yes, it works for local and industry specific news outlets too (they are just as important!)

#### By utilizing newsjacking you can:



**Cut Through the Noise:** National news events generate massive media coverage. By skillfully tying your brand to a relevant angle, you can cut through the noise and gain visibility that organic marketing efforts might struggle to achieve.



**Humanize Your Brand:** National news often touches on human emotions and societal issues. By offering your unique perspective and demonstrating how your business addresses these issues, you can connect with audiences on a deeper level and build stronger brand loyalty.



**Position Yourself as a Thought Leader:** By providing valuable insights and expert commentary on a national news event, you establish yourself as a credible voice in your industry. This positions you as a go-to resource for journalists and builds trust with your target audience.



**Leverage Existing Media Coverage:** Instead of spending significant resources on traditional advertising, you can leverage the existing media coverage surrounding the national news event to amplify your message and reach a wider audience.

# How to DIY Your Newsjacking Strategy:

## Identify Relevant News

- **Stay Informed:**  
Regularly monitor national, regional, local, and industry specific news sources. If this feels overwhelming to you, tailor it to the outlets you'd prefer to be in one day.
- **Consider the "Ripple Effect":**  
Identify how national events might indirectly impact your industry or target audience.
- **Use News Aggregation Tools:**  
Utilize tools like Google Alerts to receive notifications about specific keywords and topics. When an article pops up that makes you go "I could have provided commentary on this," then act.

## Craft Compelling Content:

*\*Do all or some of these options. Remember you're building a basis for your authoritative voice. Not all of these efforts will result in media coverage straight away but it's important to showcase your knowledge and expertise on an ongoing basis so you appear reputable.*

- **Develop Expert Opinions:**  
Offer unique insights and perspectives on how the national news event relates to your industry or target audience.
- **Create Valuable Resources:**  
Develop blog posts, infographics, or videos that provide valuable information related to the news event.
- **Craft Concise Quotes:**  
Prepare short, impactful quotes that can be easily used by journalists in their reporting. This needs to be done within 1-3 days of an article going live, ideally. Keep it timely.

## Proactively Engage with Media:

- **Identify Relevant Journalists:**  
Research and compile a list of journalists who cover your industry and who are likely to be reporting on the national news event.
- **Pitch Your Story/Commentary:**  
Send personalized pitches and/or your crafted quote to journalists, highlighting how your expertise can contribute to their future reporting on this subject. Give them good contact information and offer to be a resource whenever they may need in the future.
- **Utilize Social Media:**  
If you feel the commentary is something you want to share with your followers/community as well you can share your content on social media, using relevant hashtags. Make a video or post with your take on the matter. Just do it in a timely fashion. Commentary on an article that's 2 weeks old doesn't hit as well.

# Example: FDA Releases New Guidelines

Let's say the FDA releases new guidelines relevant to your industry. Here's a step-by-step approach to newsjack this opportunity:

## Analyze the Guidelines:

- Carefully review the new guidelines issued by the FDA.
- Identify the key changes, implications, and potential impacts on your industry and your specific business.

## Develop Your Message:

- Craft a clear and concise message that explains how your business aligns with or exceeds the new FDA guidelines.
- Highlight any unique features or advantages your products or services offer in light of the new regulations.
- Prepare a few key talking points that you can use in your communications.

## Create Valuable Content

(pick one or a few of these to do, depending on the audience you want to hit):

- Write a blog post or article discussing the new guidelines and their implications for your industry. These can be posted to your website or blog or offered up to media as commentary.
- Record a short video where you discuss the new guidelines and share your expert insights.
- Create an infographic that visually summarizes the key changes and how they affect your business. This is really just an illustrator to make your point stronger. It should accompany a social media post, be in the article or blog post, or shared in the video you create.

## Engage with Your Audience:

- Share your content on your website, social media channels (Instagram, LinkedIn, X, Facebook, etc.), and in your email newsletter.
- Use relevant hashtags to increase the visibility of your content.

## Craft Media-Ready Quotes:

- Prepare a few short and impactful quotes that can be easily used by journalists in their reporting.

## Examples:

- "These new FDA guidelines are a positive step towards [benefit], and we at [Your Company Name] are fully committed to [action]."
- "We believe these guidelines will help consumers make more informed choices, and we are proud to offer products that already meet and exceed these standards."

## Pitch Your Story/Commentary to Journalists:

- Identify relevant journalists who cover your industry and the FDA regulations.
- Craft a personalized email pitch to each journalist, highlighting your expertise and offering to provide quotes or be interviewed for their story.
- Offer to provide your content (blog post, infographic) as a resource for their continuing reporting on this subject.

## Just Remember:

- Newsjacking is a powerful and cost-effective way for small businesses to increase their media visibility, even within the context of major national news events.
- By strategically aligning your brand with relevant news stories, you can cut through the noise, build brand credibility, and reach a wider audience.
- By actively monitoring news, developing compelling content, and engaging with media outlets, you can successfully implement a DIY newsjacking strategy.



**Ready to put newsjacking into action for your business but aren't sure where to start?**

Book a 45-minute PR Gut Check to discuss your specific goals, explore potential newsjacking opportunities, and ensure your PR efforts align with your overall business strategy.

