

PR: the gift that keeps on giving

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It never ceases to amaze me in this digital age, just how many people fail to make the most of their PR.

Say you write an article that appears in all its glory on, oh I don't know, let's say The Marketing Donut. Fantastic. That particular site gets thousands of visits per day and could potentially get your insightful, carefully written advice in front of a healthy slab of potential clients.

But what happens in a week or two when the link to your post has fallen off the Marketing Donut's front page? Well, you'll probably still get some visits to the post, but the main exposure generated by the article will have passed, and with it, the benefit it brought to your profile. Unless...

If you're going all out on the [public relations](#) front, the chances are you have a website too. On that website you could create a media coverage page. On that page, you could post links to (or copies of) all of the coverage you have achieved. Why? Because media coverage can lend credibility to your brand, and if visitors to your site can browse through your mentions in the media, they are more likely to value your offering.

There are plenty of examples of how to lay out a media coverage area all over the web – just do a quick search to see everything from a simple to list of links to flashy animated affairs. The only vital thing to note is that you must get permission from the publication before placing a copy of the feature on your own site. This needs to be done even if you wrote the piece in the first place, and it's good practice to include a link to the original source too.

Now, I'm off to clip this article about media coverage pages, and get it up on my media coverage page (with the editor's permission, of course).