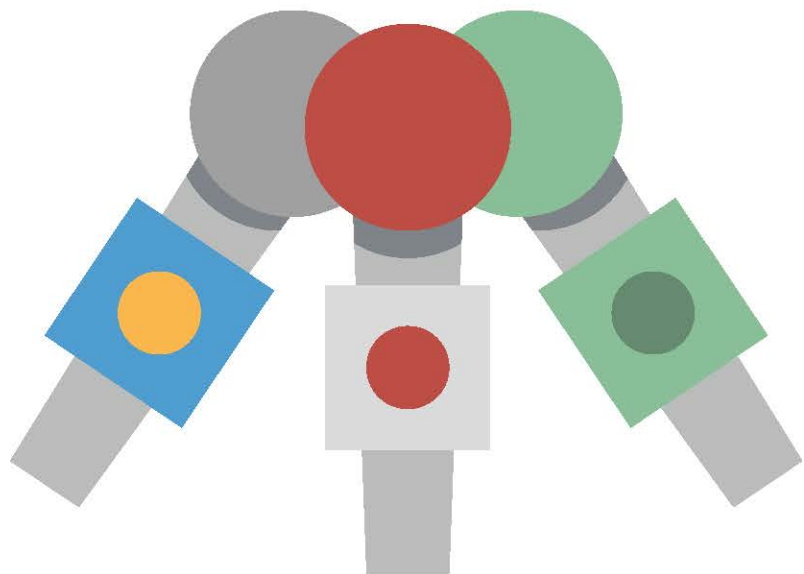
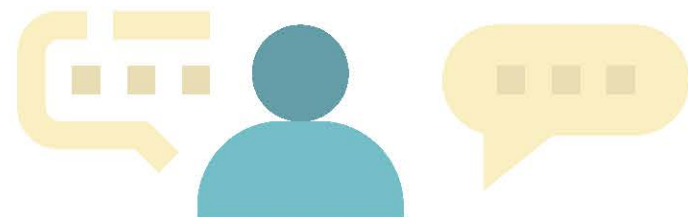
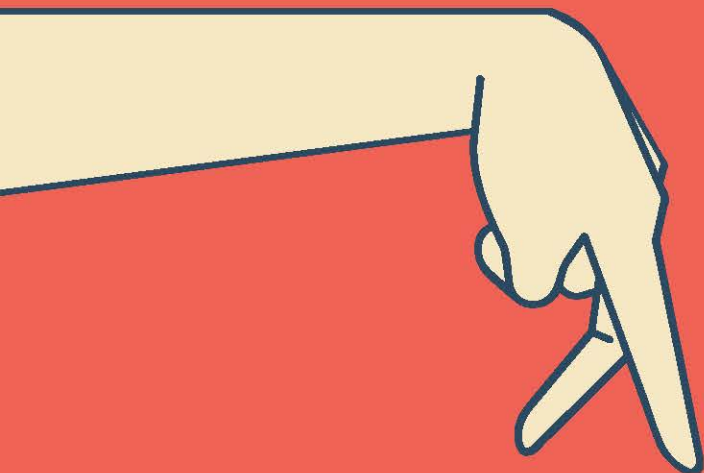




Easy Ways

**To Make Press
Coverage Go Further**



Simply just saving press coverage in a folder seems like a shame after all the hard work you've spent securing it.



**There's lots of ways you can
make it go further to raise brand
awareness and increase your
credibility.**



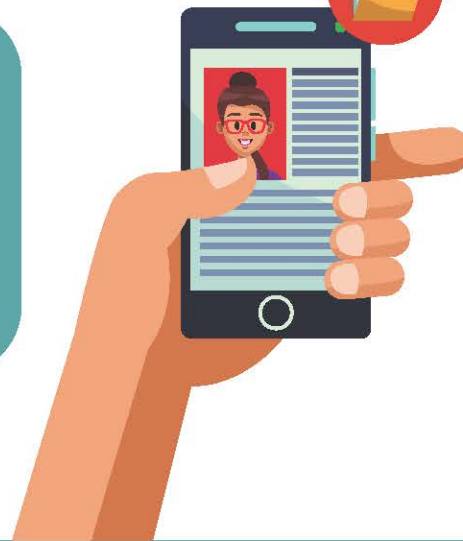


Share it on social media

Spread the word and show off your achievement (tastefully).



Tag the journalist / publication - it will boost your chances of being featured again.





Media Tab



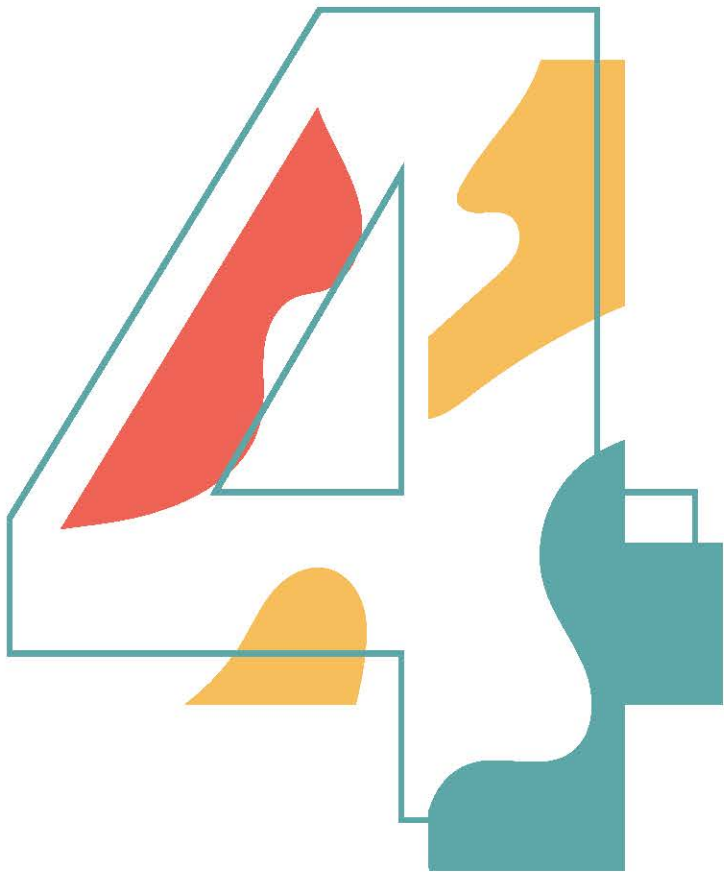
Create a 'media or press' page on your website and create a portfolio of your coverage.





Utilize standout quotes

**Take quotes from hero
pieces of coverage and use
them in marketing
collateral or on your
website.**



Circulate Internally

A positive article is a serious morale booster for your team. Also, your sales team might refer to it when talking to their network.

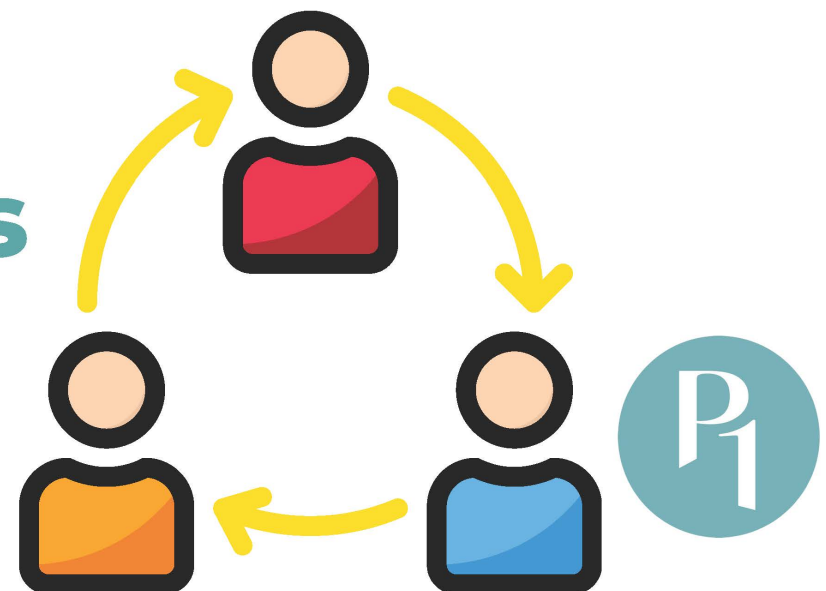


Keep track of your success and see the value of your public relations campaign.

Look out for a spike in:



- **Website traffic**
- **Newsletter subscriptions**
- **Blog visits**
- **Social media shares**
- **Enquiries / sales**



Looking for help?



**If you would like some guidance
on generating more media
coverage please contact us on:**

info@plcommunications.com

P1 COMMUNICATIONS