



FEED
MEDIA



The Earned Media Playbook:

8 Ways to Maximize
Every Media Hit



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Earned media coverage is marketing gold. What you do with it multiplies the value.

1. Feature It On Your Website

- **Why it matters:** Your website is often where people first learn about you. Earned media builds credibility and authority like nothing else.
- **What to do:** Add a dedicated “In the News” section (if you don’t have one already). Post your high-visibility earned media mentions here with a short intro and link to the original article.

2. Summarize in a Blog Post

- **Why it matters:** Helps with SEO and gives your take on why the article is meaningful.
- **What to do:** Write a 200-word blog post summarizing the article and linking to it. Use strategic keywords aligned with your content goals.

3. Post on Personal LinkedIn

- **Why it matters:** Posts from individuals outperform company posts on LinkedIn.
- **What to do:** The person quoted, profiled, or bylined should share the link with a brief personal perspective. Keep it natural, authentic, and informed.

4. Amplify Through the Company LinkedIn

- **Why it matters:** Corporate posts signal credibility, and reposting helps the content travel further.
- **What to do:** Reshare the individual post or create a fresh one with a compelling pull-quote or takeaway. Consider light paid promotion for reach.

5. Include in Newsletters and Drip Campaigns

- **Why it matters:** Third-party content earns more attention than sales messages.
- **What to do:** Highlight media coverage in your regular newsletters and email nurturing sequences. Keep the framing value-driven, not self-congratulatory.

6. Use in Paid Digital Campaigns

- **Why it matters:** Articles perform well as ad content—more trust, more clicks.
- **What to do:** Repurpose the media hit in your paid strategy as an ad lead-in or landing page anchor. A/B test against traditional promo messaging.

7. Share in Direct Outreach

- **Why it matters:** Third-party validation builds trust in a sales cycle.
- **What to do:** Reference earned media in 1:1 emails to clients, prospects, or partners. “Thought of you when this came out...” is a good starting line.

8. Arm the Sales Team

- **Why it matters:** Sales enablement starts with giving your team tools that prove expertise.
- **What to do:** Make sure your team knows when coverage runs—and how to use it. Provide pre-written snippets they can personalize for follow-ups.