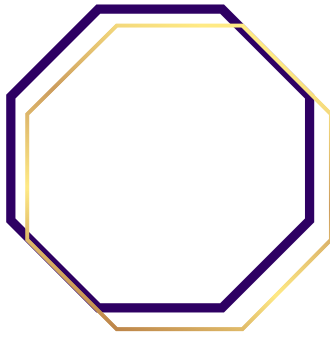


The top corners of the image feature decorative hexagonal patterns. In the top-left, there are several yellow-outlined hexagons of varying sizes, some filled with a blue dotted pattern. In the top-right, there are purple-outlined hexagons, some filled with a yellow dotted pattern.

# *5-step guide*

## **TO INCREASE REVENUE WITH PUBLIC RELATIONS**



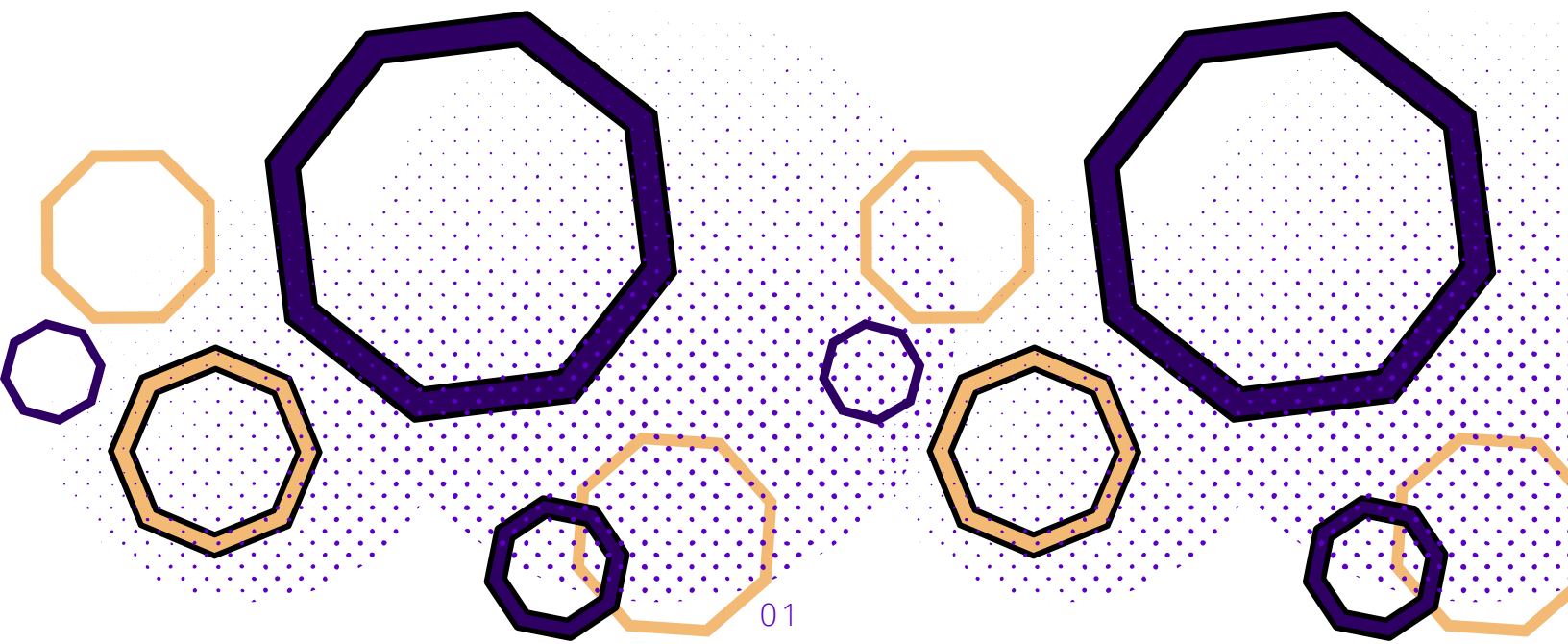


# WELCOME

Corelini PR is a global technology public relations firm that specializes in sharing the stories of disruptive tech and innovative brands. Our veteran and woman-owned company will help you maximize your brand exposure by getting your work featured on top media platforms. Tell a better story, beginning today.

Founder and CEO,

*Tiffany Pilgrim*



# TABLE OF CONTENTS

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01 - 02

## INTRODUCTION

Meet Corelini PR and how the firm can grow your brand reach through high-quality public relations.

03 - 07

## 5 STEPS TO QUALITY PR

Learn the five must-do steps to boost revenue and increase authority through public relations.

08

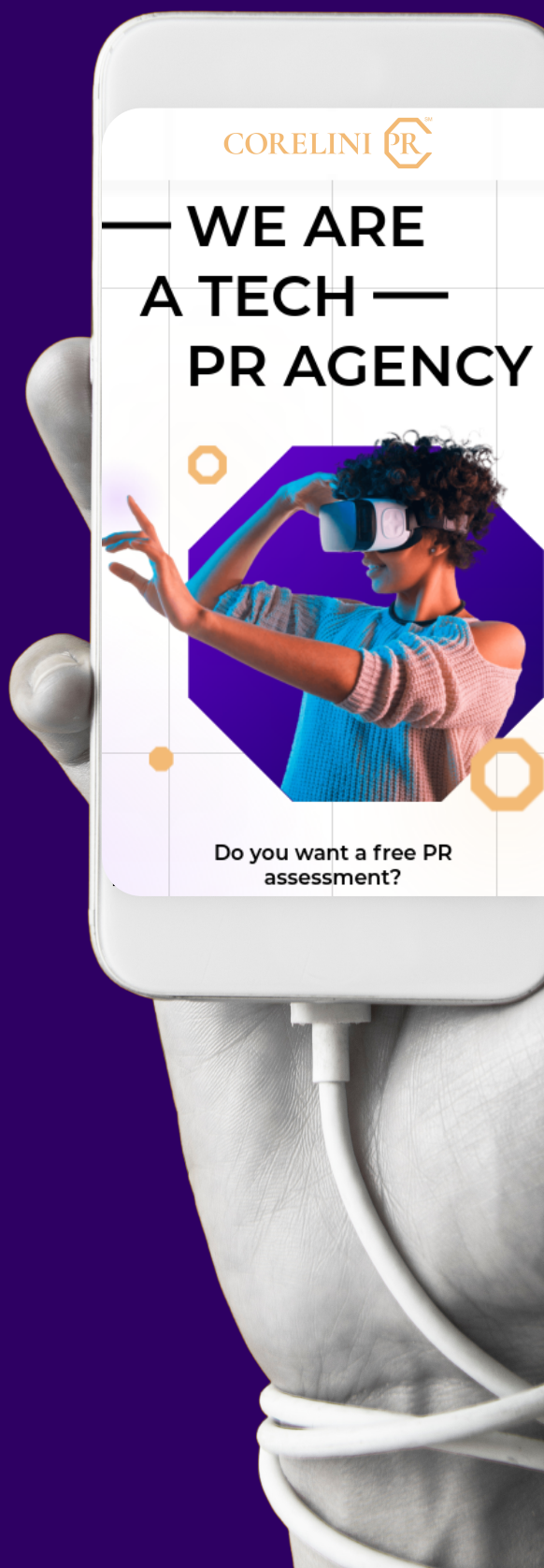
## TECH PR HIRING CHECKLIST

How do you know which tech PR firm will represent your company best? Use our checklist before hiring.

09

## NEXT STEPS

Learn how you can snag your FREE public relations assessment with Corelini PR.



step #1

# Use audience-centered messaging

Personalize your news to the needs of the reader. This may mean you create multiple versions of your pitch for different media outlets. For example, if your message is going to executive-level professionals, the storyline may lean into a business strategy or revenue building. If tech solopreneurs are the target, you may highlight the features of your product and speak from a position of an industry leader.

Create press releases and news articles that spotlight the benefit to the intended audience. By showcasing how your product supports potential users, you build credibility and interest in your brand.



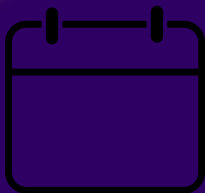
step #2

# Share your brand story

It's time to get real with your readers. Brands that share their stories or origination, or the "why" behind the business, connect with their audience. Stackla reports 88 percent of consumers say authenticity is a key factor when they're choosing brands to support. Your brand story is the backbone of your business. It's why you launched a startup, app, or tech product in the first place.

Millennials and Gen Z consumers are driving the demand for brand honesty. These potential customers want more than a quality product. They want to feel that they're supporting a company that does good in the world.

Tues - Thurs



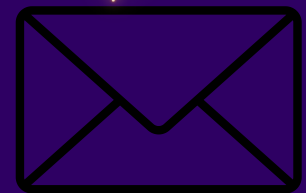
Best days to post to social media

5am-9am



Best time to send a media pitch

Nine



Words in ideal email subject line

step #3

# Understand product placement

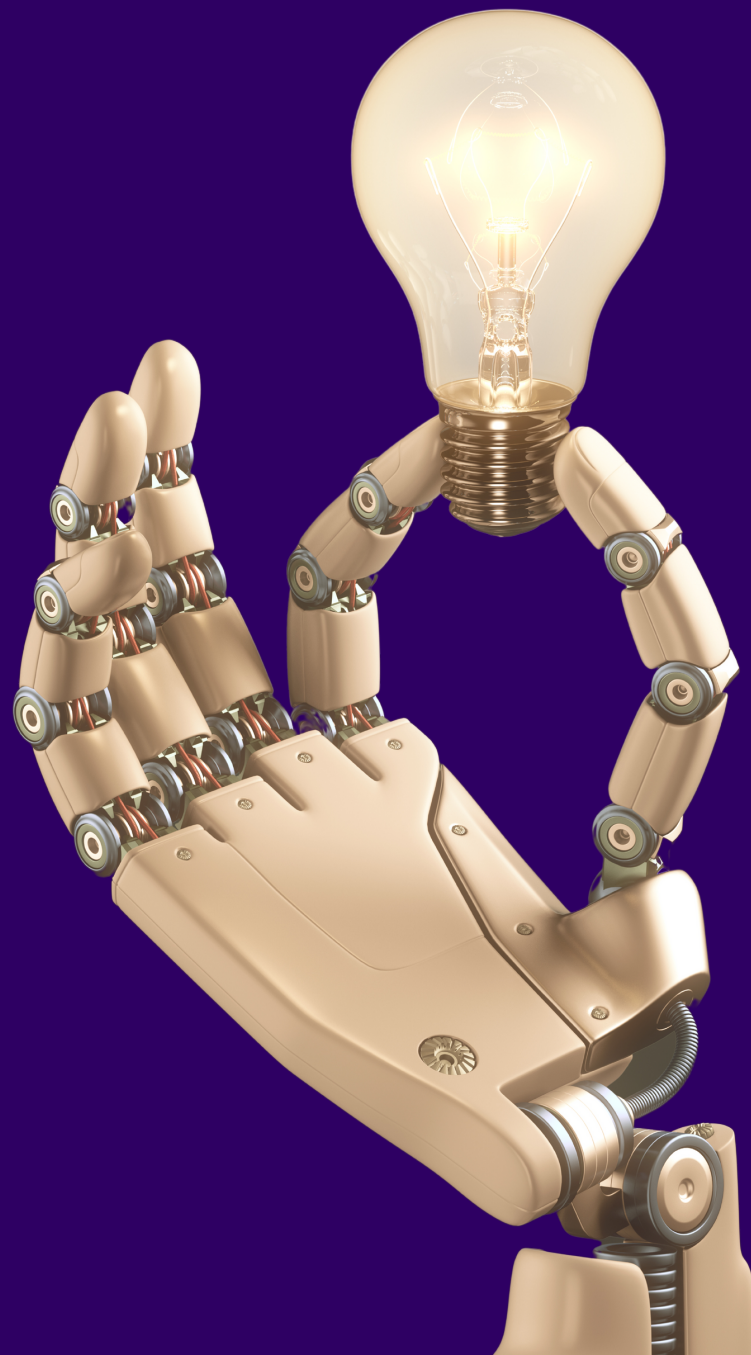
Consider how your product fits into the current needs of potential buyers and the natural cycles of the business world. What's trending in your industry? How can you create a story around your brand that benefits from trends and consumer demand?

For example, let's say your product is a virtual reality tool for medical facilities. Build a storyline that ties your product to the growing demand for virtual healthcare services. Take advantage of the attention on related products and audience demand by studying where you can create a connection to your brand.

step #4

# Explicitly explain your value

Media outlets and platforms that you want to promote your brand are distracted by news of the day and dozens of press releases. Make your point powerful and clear. Communicate the value your product and brand deliver to the audience. This is not your opportunity at a sales pitch. The messaging is more about the audience than it is the brand benefit. While that sounds counterproductive on the surface, the payoff is substantial. By offering free resources, like a blog, videos, white papers, and e-books, you position yourself as the authority in the space and build trust with your audience. These resources will pull your audience back to your website again and again, increasing their exposure to your brand.



step #5

# Continue the connection

Once your winning story is featured by a media outlet, it's time to grow the relationship. Link to the news article on social media or from your website. Let the media outlet know you've connected to their work and thank them for sharing your story with their audience. If there's an opportunity to connect to other pieces of the media outlet's work in the future, do so, and send a note thanking them for creating shareworthy content. By keeping in contact with media outlets for reasons beyond requesting promotion, you'll strengthen the partnership and trust.

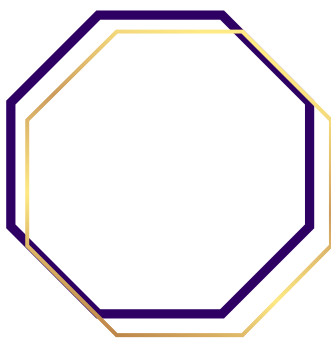


## TECH PR AGENCY CHECKLIST

Are you ready to hire a tech PR agency to handle your media outreach? Use our checklist to look for a PR firm that offers these characteristics.

- ☐ PR specialization area
- ☐ Tactics for media coverage
- ☐ Media training for your team
- ☐ Client testimonials
- ☐ Plan to scale media coverage
- ☐ Customized pricing structure
- ☐ Portfolio of PR services
- ☐ Partnership with your team
- ☐ Relationship with media decision-makers





# NEXT STEPS

A tech public relations firm works to get your brand story and product in front of multi-media outlets. Print, digital, and broadcast coverage work together to increase awareness and buzz around your company. For your news to stand out, we customize your pitch using our five steps.

Corelini PR builds a productive media sharing strategy to get your brand or product the attention it deserves. Allow yourself to do what you love while building company growth, and leave the public relations to us.

Free PR assessment

CORELINI <sup>SM</sup> PR

