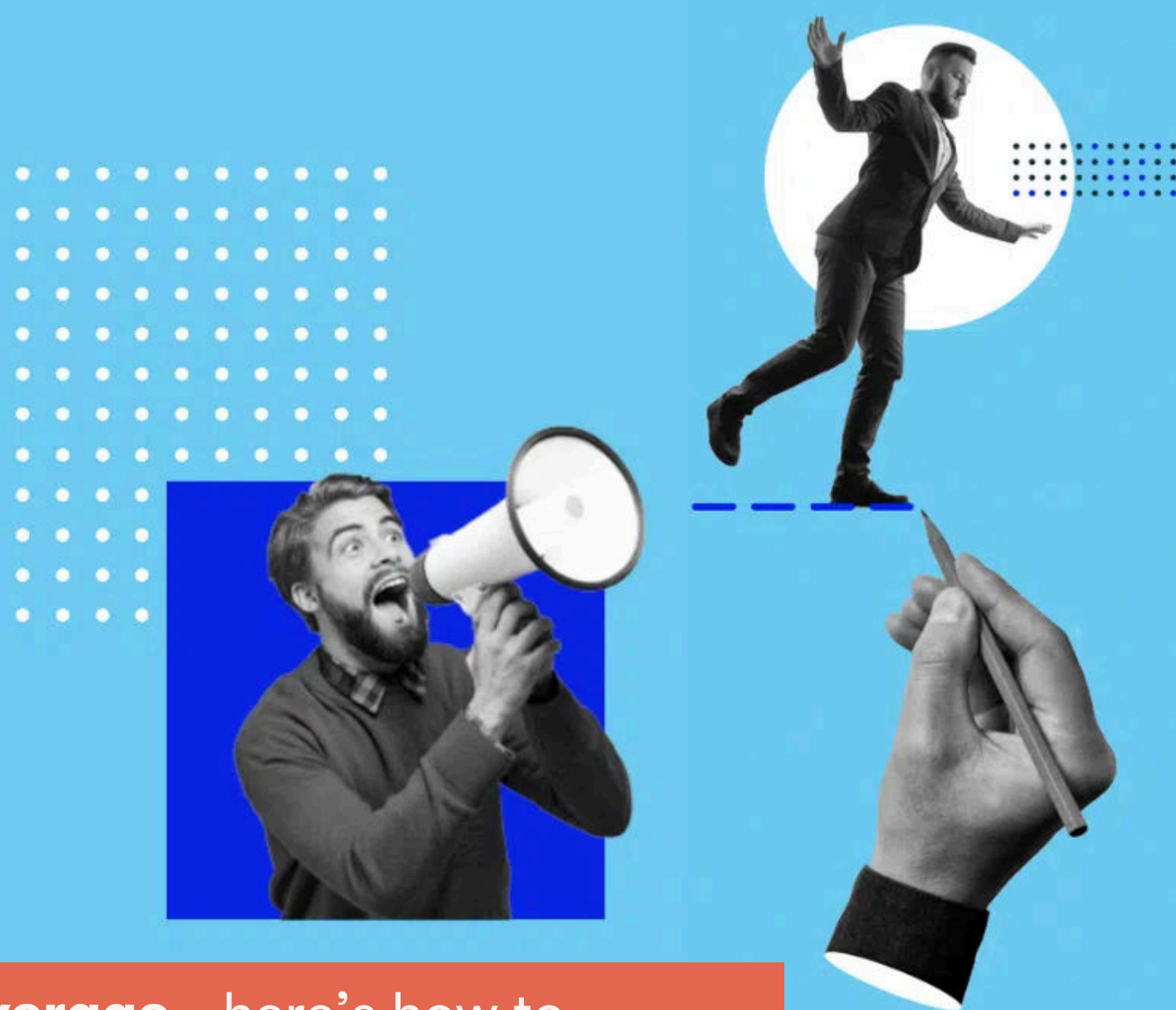
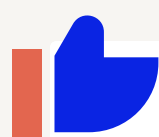


How to

Maximise PR Coverage



So, you just got PR coverage - here's how to
get the most value from it!



1) Share it

As soon as the coverage is live, share it across relevant platforms that you're active on:

- ☐ Post on LinkedIn (across the company and personal profiles)
- ☐ Share on other relevant social channels (X, Facebook, etc.)
- ☐ Tag the publication and the journalist

Sharing coverage **increases reach, credibility** and **builds relationships with journalists**.



2) Repurpose it

With the right approach, one piece of PR can become so much more across weeks of content:

- ☐ Write a blog post on your website about the coverage
- ☐ Mention the coverage across emails and newsletters
- ☐ Create short-form video or carousel content relating to it

This **extends the lifespan** of your PR coverage. Remember, PR works best when it's reused, not forgotten.

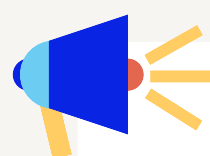


3) Update your website

PR coverage builds trust, which is key for turning visitors into customers - make sure they see it:

- ☐ Add an 'As Seen In' section to your homepage
- ☐ Mention the coverage across your 'About Us' or 'Press' pages
- ☐ Reference it in the service/product page the coverage is about

Third-party validation improves **credibility** and **conversion rates**.



4) Use it for sales

PR coverage is a powerful sales tool, which could be the extra push a potential customer needs to convert:

- ☐ Include the coverage in pitch decks and proposals
- ☐ Reference it in outreach emails
- ☐ Include in investor or stakeholder updates

PR acts as social proof and **helps establish authority quickly**.



5) Share internally

This isn't just a win for outsiders, but something to celebrate amongst your own team:

- ☐ Share the coverage with your team
- ☐ Celebrate similar wins internally going forwards
- ☐ Include coverage in internal newsletters, meetings or updates

Doing this **improves morale and buy-in** for PR efforts.



6) Keep a PR record

We recommend keeping a central record of all coverage achieved, including:

- ☐ The publication name, with a link
- ☐ The date published
- ☐ The topic or campaign

This can be a simple Google Doc or Sheet and makes reporting, future campaigns, and storytelling **easier**.