



Lamphills Checklist to a Successful Earned Media Strategy

Below is a Lamphills checklist for implementing an earned media strategy:

- Define Your Goals:** Determine your primary objectives (e.g., brand awareness, industry expertise, social media engagement). Identifying your business goals will help you set specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- Identify Your Target Audience:** Analyze your customer demographics and psychographics. This means identifying where your target audience spends their time online and offline. Then, use the details to create detailed audience personas.
- Research and Identify Key Content Creators:** Identify influencers, bloggers, and journalists in your industry. To be sure you get in touch with the right person, kindly research the platforms and publications where they are active. With the information, compile a list of potential collaborators and media contacts.
- Develop High-Quality Content:** Create valuable and engaging content (blog posts, videos, infographics, etc.). While at it, ensure your content aligns with your brand voice and goals. Also, remember to update your website and social media channels with fresh content regularly.
- Engage with Your Audience:** Actively participate in conversations on social media. You can respond to comments, reviews, and messages as promptly as possible. You can also share user-generated content and tag the creators.
- Build Relationships with Influencers and Media:** Reach out to influencers and offer mutually beneficial collaborations. You can pitch story ideas to journalists and bloggers, but allow them to introduce their professionalism. As much as possible, do attend industry events and network with key players.

- Encourage and Amplify Customer Reviews:** Ask satisfied customers to leave reviews on platforms like Yelp, Google, and social media. On the other hand, make it easy for customers to leave reviews by providing direct links. Highlight and share positive reviews on your owned media channels.
- Monitor and Track Earned Media:** Using free or paid social mention tools, track mentions of your brand and monitor reviews, social media mentions, and press coverage. Never forget to analyze the sentiment and impact of earned media mentions.
- Measure Success and Adjust Strategies:** Track key performance indicators (KPIs) such as website traffic, social media engagement, and conversion rates. You can also use analytics tools to measure the effectiveness of your earned media efforts. This will help you adjust your strategy based on data and feedback to improve results.
- Integrate Earned Media with Owned and Paid Media:** Share earned media coverage on your owned media channels (website, blog, social media). Use paid media to promote high-performing earned media content. Lastly, create a cohesive strategy that leverages the strengths of paid, owned, and earned media.
- Maintain Consistency and Persistence:** It doesn't happen overnight, it may be slow and steady. Therefore, be consistent in your outreach and engagement efforts. As much as you can, create and share high-quality content often.