

# Top Ten Tips for achieving local press coverage for your **business**

**Your local press is the perfect place to start promoting your business and services. Local press coverage reaches your target audience and can quickly grow your reputation and increase visitors. Follow these simple steps to help you make the most of the press in your area.**

- Always ask yourself; would the community be interested in this? If you believe you have something that would grasp their attention, the chances are the local press will be interested too.
- Build relationships with key journalists at your local newspapers. If you have a press release to send them, try calling them first to introduce yourself and your business.
- Always invite journalists to any launches, events, open days and fundraisers you hold – these are all of interest to the local community.
- If you decide to advertise within your local newspaper, don't be afraid to ask for some free editorial coverage too.
- Don't forget about the features and business sections too! Why not contact the features or business editor and ask if they are interested in running a company profile.
- A journalist may decide they want to interview you and take photos of your company, be prepared for this and ensure you are available.
- A press release must have perfect spelling and grammar. Include a quote from the company or a happy customer and send a high-resolution image with your release. Journalists work on tight deadlines and don't have time to chase you for these things.
- The local press isn't just the newspaper; don't forget about local magazines, radio stations, TV programmes, websites and social media too.
- Attend industry conferences and local events; this is the ideal time to network with journalists and the local community so they know who you are.
- Do your research. Read and listen to local press to find out what local business stories are published. Use social media to interact with the press and the community too.

**If you need help with achieving local press coverage give us a call or send us an email.**

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