



**FRACTL**

## How to Create Newsworthy Content and Get the Attention of Publishers



# Press releases have their place...



- New product
- New features
- New acquisitions
- Other company updates

## But what about when it's business as usual?

FINANCE

HEALTH

BUSINESS

TECH

TRAVEL

LIFESTYLE



Men'sHealth

BUSINESS  
INSIDER

U.S. News  
& WORLD REPORT

TRAVEL+  
LEISURE

THE  
HUFFINGTON  
POST

The  
Economist

SELF

Entrepreneur

TIME

CONDÉ NAST  
Traveler



Slate



FORTUNE

FAST COMPANY



BuzzFeed

# The content marketing + digital PR strategy



## Content Marketing

*Creating new studies,  
reports, surveys, etc.  
that are related to your  
industry*

## Digital PR

*Pitching this newsworthy  
content at writers at  
respectable publications*

# Why?



**Brand Awareness**

+



**Brand Authority**

+

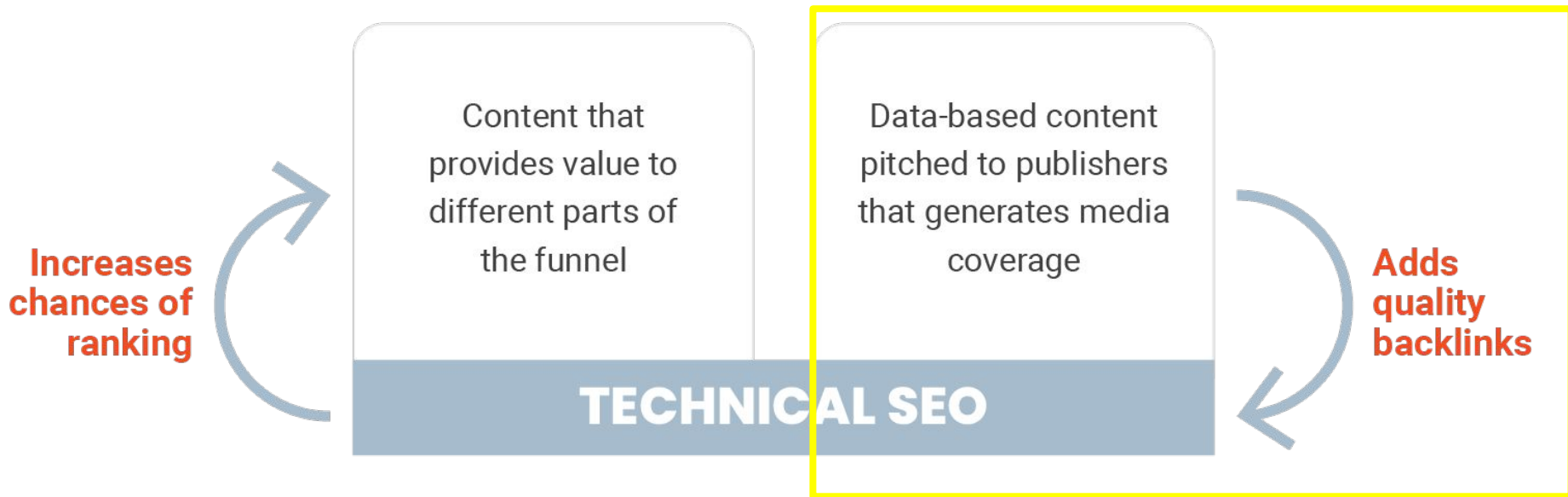


**Top-Tier Links**

# It's the “link-worthy” content in our overall strategy



## HOW TO INCREASE ORGANIC TRAFFIC



# With great content + pitching, you get:



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"This story **earned over 100K clicks** in the last three days! Thnx, as always!"

**Inc.**

"The survey and findings are great. If you do more of these, please put me on a list. **Fascinating.**"

**TIME**

"I would **love to collaborate** on future projects!"

**esquire**  
M A G A Z I N E

"The article is **performing insanely well all over the place**, tens of thousands of pageviews per day and tons of social shares."

**Entrepreneur**

"This is fascinating. Could **your client provide a quote** to go along with my story?"

**ZDNet**

"Now that's a f\*\*\*ing graphic."

**BUSINESS  
INSIDER**

"The Porch study has **a ton of great information**, so thank you for sending my way!"

**Better  
Homes**  
and Gardens.

"Thanks so much for sending this research through. It is right up my street and so interesting."

**BUSTLE**

"This is SO interesting!"

**CNBC**

# And you build authority and links as a result!



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#Amplify

#PrimeDayDeals

Reviews

Best Products

How-To

News

Shop

Newsletters

Find products, a

PCMag editors select and review products independently. We may earn affiliate commissions from buying links, which help support our testing. [Learn more](#).

Home > News > The Why Axis

## Small Businesses Are More Vulnerable to Security Threats

A survey by Nulab has revealed that small businesses are more vulnerable to cybersecurity threats than their bigger competitors.



By [Jason Cohen](#) July 3, 2020



COMPANY

[CREATIVITY](#) | [IMPACT](#) | [AUDIO](#) | [VIDEO](#)

daily email.

COSMOPOLITAN

style

beauty

sex

politics

astrology

But, according to a recent survey done by [Superdrug Online Doctor](#), couples who use pet names are generally happier and have stronger relationships than those who don't.

The benefit for employers is that people who work from home tend to be more productive and happier, according to a new study by Porch, a company that connects businesses with home service professionals.

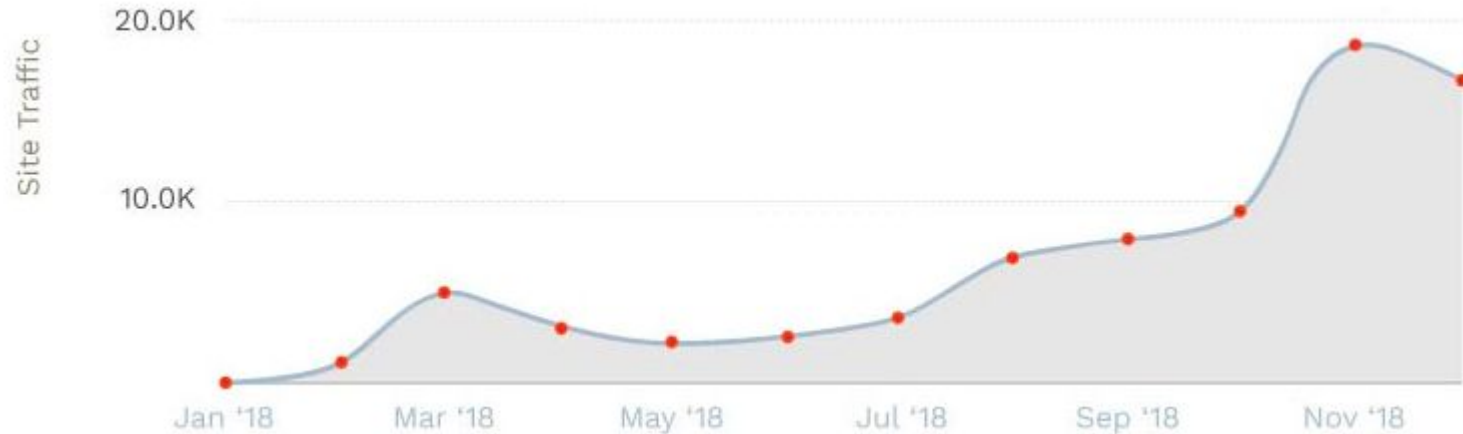


# When you invest in it, this happens...



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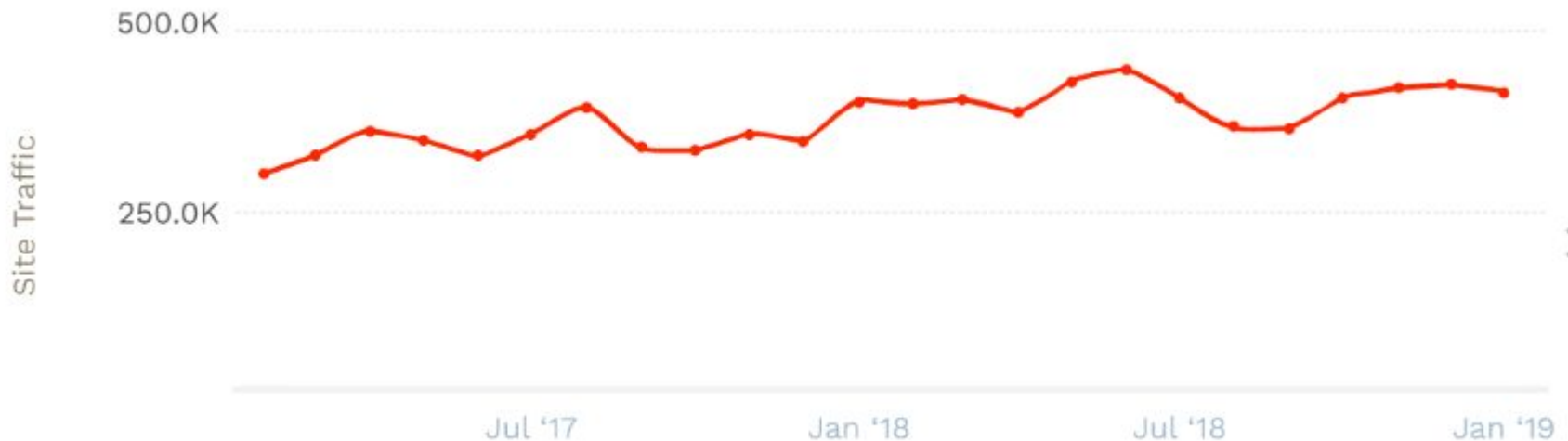
## Client #1 (finance vertical)



# When you invest in it, this happens...



## Client #2 (home vertical)

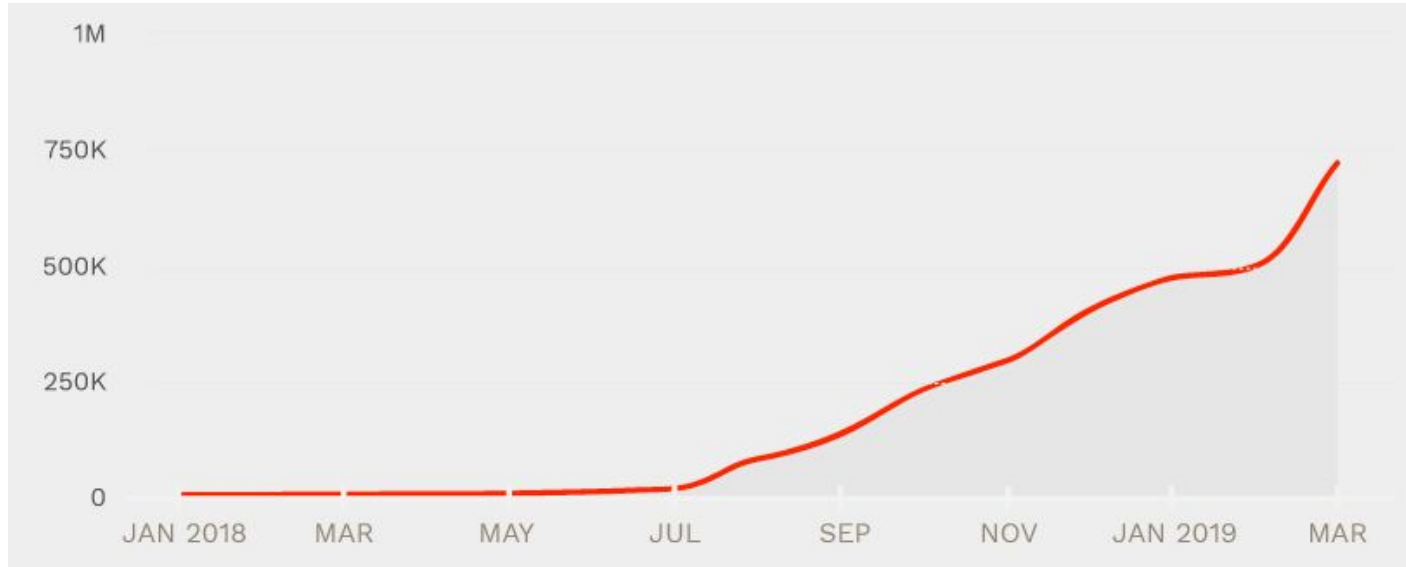


# When you invest in it, this happens...



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## Client #3 (health vertical)



**Creating**

**Newsworthy Content**

# Step 1: Define your objective.



**Do you need...**

- A higher quality, more diverse backlink portfolio?
- Greater general brand awareness?
- More brand awareness within certain audiences?
- Increased trust/authority in your space?
- Steady growth in your organic traffic?

## Step 2: List your topics and internal data sources.



### Ask yourself...

- What are our primary topic areas?
- What is our core branding?
- What information do we have that I find interesting?
- What information have we shared that has gotten the most engagement?
- What insights can be gleaned by analyzing all of our customer data?
- Do I have access to an audience I can survey and whose opinions others would find interesting and valuable?

## Step 3: Consider all “tangential” subtopics.



### “Tangential Content”

**Content that is not tied  
to your core product or  
service offering.**

## Step 3: Consider all “tangential” subtopics.



**Topical**

**Tangential**



*slightly  
more authority*

*slightly  
more links*



## Step 3: Consider all “tangential” subtopics.



**Home  
Repair**

→ Home



- Family →
  - Outdoors
  - Cooking →
  - Living arrangements
  - Relationships
- Traditions
  - Parenting
  - Food

## Step 4: Explore why people care about these topics.

### Ask:

- What are my “dream publications” talking about? What are people commenting on?
- What are people asking across the Web?



Keywords Everywhere  
plugin



Buzzsumo's  
Question  
Analyzer tool

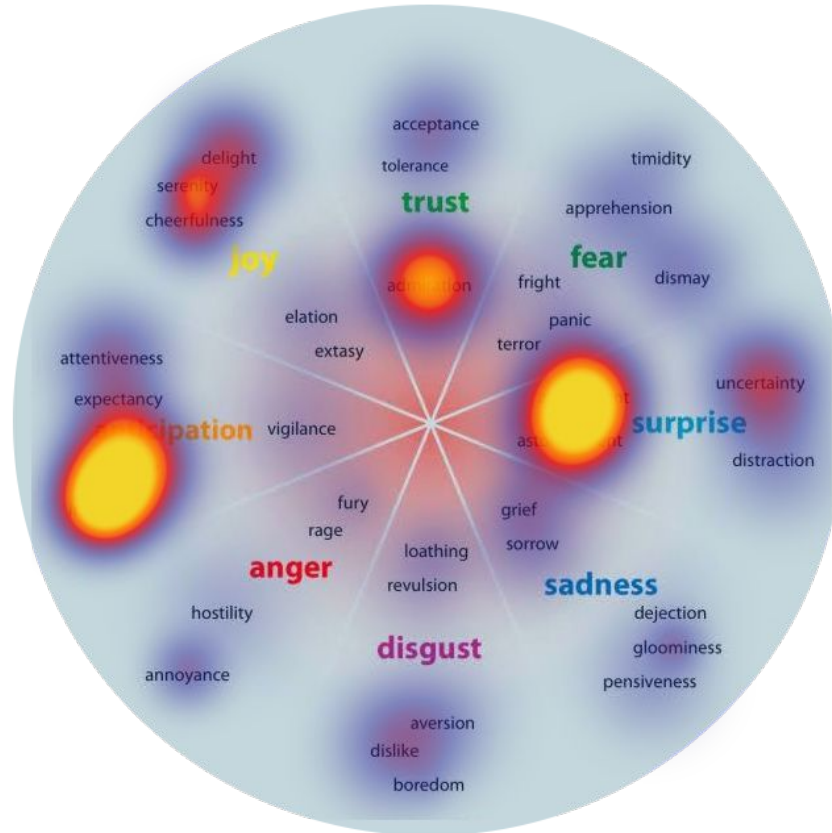


Answer the Public

# Step 5: Tap into the emotional components.



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By Fractl via



**Harvard  
Business  
Review**

## Step 6: Identify data sources.



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Surveys

Internal  
Data

Social

APIs

Gov.  
Sources

Lab  
Testing

Google  
Trends

# Let's look at an example!



*By [Jeff Gillis](#) & [Mike Simpson](#)*

Most people will never ceremoniously leave their job in the same dramatic fashion and “flair” as Jennifer Aniston’s character Joanna in the 1999 hit movie “Office Space,” [flipping her boss the bird one last time](#) as she departs the restaurant that made her miserable. Joanna likely embarked on a new job search, as many Americans do every day (but in less dramatic terms).

With the current U.S. unemployment rate standing between [3% and 4%](#), not including people who aren’t actively seeking work, there is more job security than in years past. But while the job market is strong, the need for employment can lead many to take jobs that are readily available – not necessarily the ones they want.

As a result, it’s important to know which jobs require high amounts of experience versus ones that only stipulate certain schooling prerequisites. Whether [it’s due to hating a job](#) or simply desiring a change in scenery, **we aimed to look at earnings over a variety of jobs to learn which occupations can be pursued without experience.**

To do this, we examined the [Occupational Requirements Survey](#) by the U.S. Bureau of Labor Statistics. Keep reading to see what we found.

**real campaign**



**Best of Both Worlds: High Pay. No**

# Why it works



- ❑ It's tangential enough to be of interest to most people (while still relevant to the brand)
- ❑ The pride (or hatred) people feel re:work and the emotional components of income can be tapped into
- ❑ It uses data to contribute to an overall story about work and education

# And its impressive media coverage...



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make it

SHARE f t in e

WORK

## The job with the highest pay right out of school earns \$123,670—here are the other 9



MarketWatch

Latest Coronavirus Watchlist Markets Investing Barron's Personal Finance Economy Retirement

## The No. 1 job in America with 'NO experience necessary' pays \$100,000 a year — and it's not in Silicon Valley

Military.com

Benefits News Veteran Jobs Military Life S

> Veteran Jobs

## The Best High-Paying Jobs That Require Zero Experience



**Promoting**

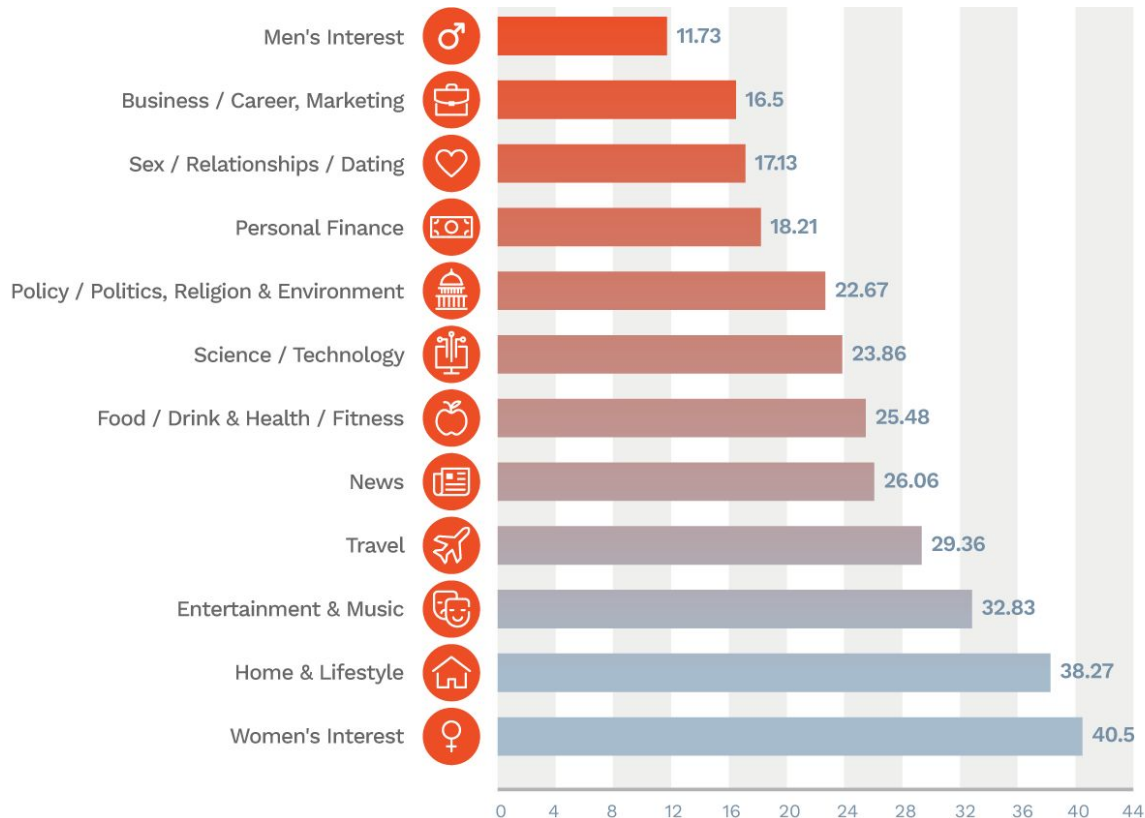
**Newsworthy Content**



# The competition can be fierce.



About  
**47%**  
of respondents  
said they received  
**>10 pitches per day.**



**Source:** 2019 Fractl Survey of 500 publishers

# But there's hope!



Pitch quality still **tends to be pretty low.**

## How Valuable Are Email Pitches To Your Work?

Extremely valuable & Very valuable	19.16%
Somewhat valuable	40.79%
Not at all valuable & Not really valuable	40.05%



*Source: 2019 Fractl Survey of 500 publishers*

# Top-level process



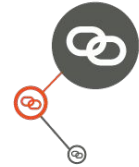
**Build a  
pitch list**



**Pitch for exclusive  
coverage**



**Pitch for all other  
coverage**



**Collect and report  
on the results**

## Step 1: Identify your target publishers/writers.



- If you're primarily link building, do they have a high domain authority? Do they use dofollow links?
- If you're primarily seeking engagement and awareness, do their stories get a lot of traction? Check [BuzzSumo](#).
- If you're trying to reach a certain audience, do you know if they read this publication? Check [SparkToro](#) or survey your subscribers.

## Step 1: Identify your target publishers/writers.

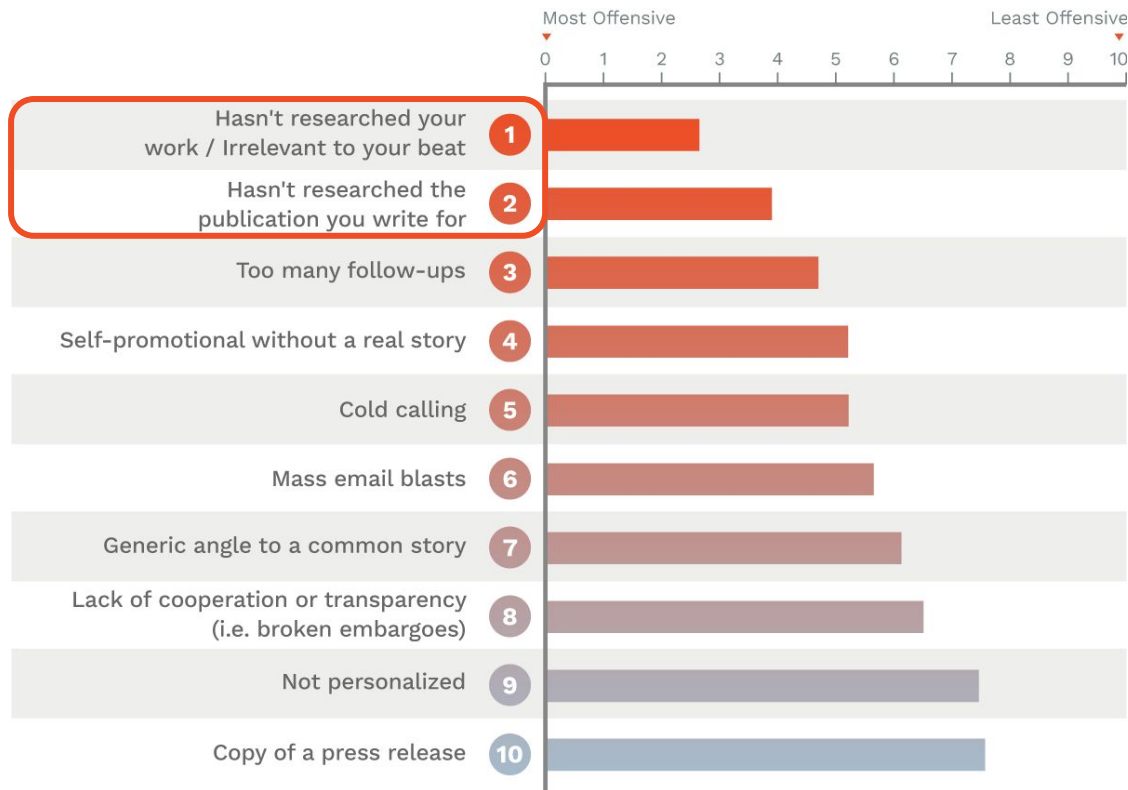


- How often do they publish stories?
- What is their exact niche?
- Do they talk about external studies/surveys?
- Do they incorporate graphics, videos, interactives?

# Step 1, Part 2: Research even more.



Journalists' biggest pet peeve when receiving pitches.



Source: 2019 Fractl Survey of 500 publishers

## Step 2: Learn how to write awesome headlines.



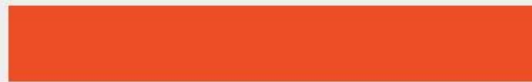
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MAIL BOX



Only 27% of Dog Owners Are Comfortable  
Flying With Dog In Cargo [Study]



48.2%



Study Reveals Concerns Of Non-Pet  
Owners & Pet Owners On Flights



20.33%



This Is The Length Of Time People Are  
Willing To Have Pet On A Flight [Study]



8.52%



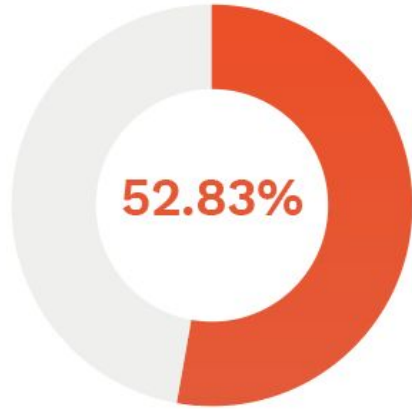
Personalized



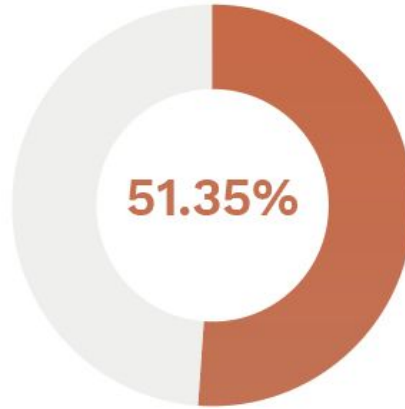
22.95%

**Source:** 2019 Fractl Survey of 500 publishers

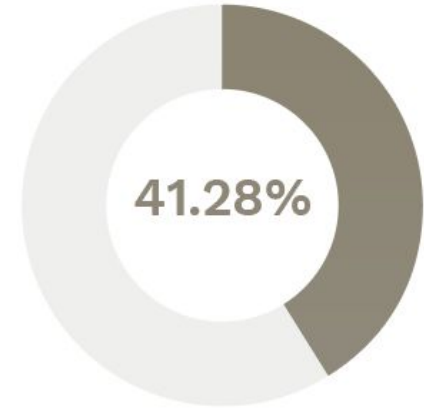
## Step 3: PERSONALIZE.



▲  
A reference to a previous  
collaboration between the  
sender and you or another editor



▲  
A reaction to an  
article you  
wrote recently



▲  
A thoughtful connection to  
something in your bio or  
personal info

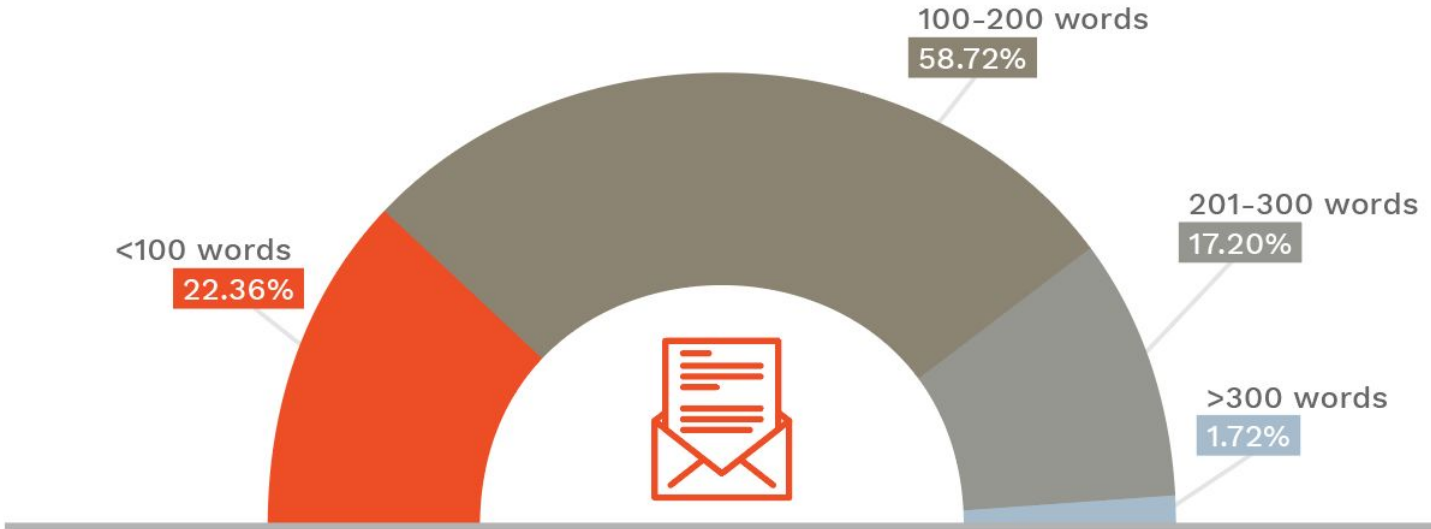


## Step 4: Get to the point.



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What email length do you prefer when receiving a pitch?



**Source:** 2019 Fractl Survey of 500 publishers

# Let's look at those headlines again...



make it

SHARE    

WORK

## The job with the highest pay right out of school earns \$123,670—here are the other 9



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Military.com

Benefits News Veteran Jobs Military Life S

 > Veteran Jobs

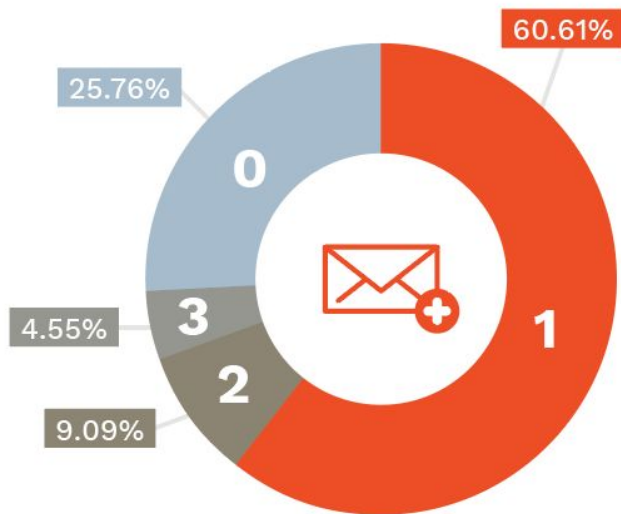
## The Best High-Paying Jobs That Require Zero Experience



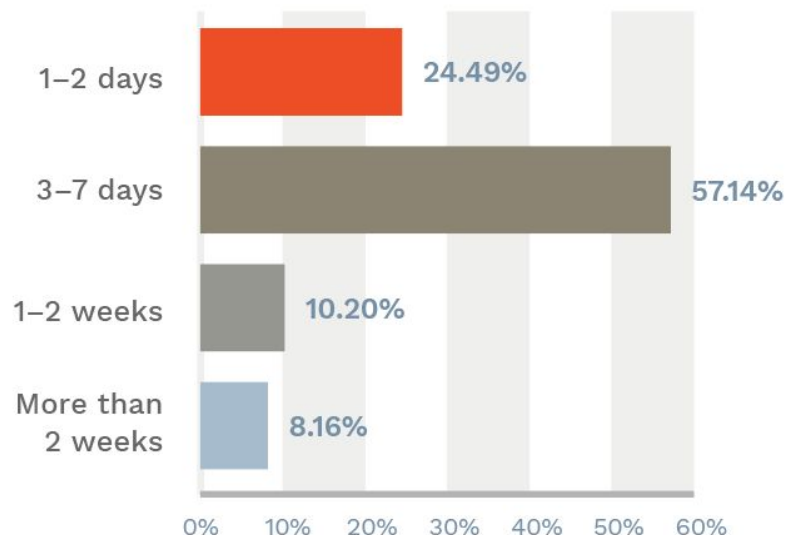
# Step 5: Master the art of the follow-up.



How Many Follow Up Emails  
Are Acceptable?



When Is It Acceptable To Follow Up  
after the initial email?



Source: 2019 Fractl Survey of 500 publishers

## Step 6: Report on the results.



- **Basic tracking**
  - Set up a Google Alert for your brand name
  - Perform weekly or monthly searches in BuzzSumo to see if a publisher mentioned your brand
- **Reporting**
  - Pull all of your coverage and links into a sheet
  - Create columns for criteria like the domain authority of the site, the link type (dofollow, nofollow, etc.), social shares, etc.

## Bonus! Great tools to use



Help you identify someone's email address



Helps you identify the effectiveness of your pitches



# Thank you!



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