



8 ESSENTIAL
FREE
RESOURCES
FOR DIY PUBLICITY

*The
Launch*

www.thelaunchpr.com



"the best things in life are free"

PROMOTE YOUR BUSINESS - FOR FREE

So, you're finally ready to take the PR plunge but might not have the budget (or desire) to engage an agency.

You may be launching a new business, promoting your personal profile, or just looking for some free media exposure for your brand. Wherever you are in your business journey, there is no denying that publicity will help take you to the next level and quickly reach a wider audience.

DIY PR can be a little daunting at first, but if you know where to look, there are lots of free resources out there to help get you on your way to your first (or next) press hit.

Each of these suggestions can help you with your PR quest. We suggest trying one or two at a time, so you can get a real sense of what is working best for your brand.

Wishing you a future filled with publicity hits!

1. HARO

HARO (Help a Reporter Out) is an excellent tool for journalists and sources to connect. You get 3 x daily emails listing all of the topics and upcoming stories they are working on, plus email details for you to send your pitch directly to them.

The basic plan is free, and this resource is an awesome way to stay on top of any upcoming media opportunities suited to your brand/expertise. (Note: this is mainly for US media coverage).

Cost: Free (with optional upgrade)

2. Sourcebottle

SourceBottle is a free and easy-to-use connection platform that enables journalists and bloggers to efficiently find knowledgeable sources. Conversely, it provides subject-matter experts with timely insight into publicity opportunities to help them gain brand awareness for themselves. (Note: this is mainly for Australian media coverage).

Cost: Free (with optional upgrade)

3. BuzzSumo

BuzzSumo scans the internet's best performing content, keywords, and topics. It enables you to see what's trending now, so you can create timely and relevant content. The paid version is pricey, but the free one will still help you to create your pitch/content/target media list.

Cost: Free (with optional upgrade)

4. Grammarly

Want someone to proof your content for free? Say hello to Grammarly. This free writing app enables users to make their messages, documents, and posts clear, mistake-free, and effective.

All you need to do is register a free account, and you can install their browser extension immediately to get started. Once installed, this plugin will check your copy across everywhere you write online (e.g., emails, social media, blogs, word, etc.).

It's straightforward to use, and once you have it, you'll wonder how you ever lived without it!

Cost: Free (with optional upgrade)

5. Anewstip

Anewstip helps entrepreneurs, PR professionals, and marketers connect with relevant media influencers so you can quickly discover people to target.

You can also do things like monitor news articles based on your chosen keywords, build media lists, and track your personalized pitches.

Cost: Free (with optional upgrade)

6. LinkedIn Search

LinkedIn is a useful way for you to find journalists who may be suited to your brand/story. You can keyword search using things like journalist, reporter, and columnist - and to strengthen your search, you can add in a word that represents your industry, e.g., “journalist beauty.”

LinkedIn also allows you to save searches so you can be notified when people who match your criteria join.

Cost: Free (with optional upgrade)

7. Google Alerts

Google Alerts is a simple but effective way for you to track any mention of your brand online. It helps you keep an eye on your competitors or industries coverage and ensures that no media mention for your brand goes unnoticed.

You simply create an alert using a brand name or topic and select the frequency you'd like the alerts sent to you.

Cost: Free

8. #journorequest

Twitter is a journalist's playground, and they are finding sources every day through the use of this hashtag. Get into the habit of checking #journorequest daily to find out what stories are being worked on and if you may be a suitable contributor. You can also try #journorequest and #helpareporter.

Cost: Free