

# OnWrd&UpWrd

MARKETING AND COMMUNICATIONS

## LEVERAGING ASSOCIATION RESEARCH FOR EARNED MEDIA

TIP SHEET





## SEVEN TIPS TO HELP YOU LEVERAGE YOUR ASSOCIATION'S RESEARCH

Research is an incredible and powerful tool for associations when used properly. It can garner your organization media coverage and raise your overall position of authority in the industry. But far too often, it ends up gathering dust on a virtual shelf. Here are seven tips to help you leverage your association's research for greater visibility and impact:

**1. Get your public relations or communications teams involved early on in the process.** The earlier they're looped in, the more time they have to strategize how to use the research, identify key narratives and maximize the impact of the report.

**2. Identify newsworthy angles.** Read through the full report to identify the most compelling narratives and angles. Think about the research in the context of what it means for the industry, your membership or consumers. Try to humanize your findings and use storytelling to make the data relatable and engaging for your target audience.

**3. Define the goals and objectives for your public relations strategy.** It's important to ensure that your PR efforts align with your association's broader mission and business objectives. Set specific objectives, such as having a certain number of published articles or gaining coverage in a specific outlet.





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**4. Set realistic expectations about the type of coverage you'll receive.** If your research is a niche member-focused industry topic, you likely won't get top-tier coverage in the New York Times or The Wall Street Journal. Think about how to target trade publications, business journals and other niche publications.

**5. Develop a targeted outreach plan.** Based on the various angles you've brainstormed, create a compelling strategy to reach out to reporters. Identify your target audiences and media outlets.

**6. Draft tailored pitches.** Customize your pitches based on the media outlets and journalists you've identified. If a particular journalist regularly reports on the research topic, consider referencing one of their recent articles and sending them a personalized pitch.

**7. Measure the impact.** Assess the impact of your earned media efforts by delving into metrics like media mentions and website traffic. Think through what went well and what you can improve upon for future report releases.

