

10 killer ideas for free publicity

1. Be the first, the newest, the oldest, the biggest, the smallest

Different is great. Journalists get sent a constant stream of “average” all day long - so make sure you stand out.

2. Introduce something new or improved

Make it clear what's better and why, and what problem it solves.

3. Mark the passage of time

Has it been 1 year, 5 years, or 10 years since something significant happened?

4. Win a big contract

Don't be afraid to boast – big contracts attract other big contracts.

5. React to a current story

Give your opinion on something in the news (national or local) that's relevant to you.

6. Offer free information

The years of experience you have in your profession makes you an expert. Journalists and readers appreciate an expert's opinion.

7. Offer a series of articles

Share your expertise and help a newspaper or magazine fill column inches with interesting new content. Don't worry too much about your writing skills; they employ sub-editors to worry about that.

8. Survey your clients

Find out what people think about specific issues (related to your business). Ask enough of their target audience, and the media won't be able to resist.

9. Spot a trend and comment on it

Turn yourself into a commentator on your industry. Remember that few people except other IT support experts know about the stuff you read in your trade publications. There is an endless source of ideas there for you.

10. Be anti-corporate

Journalists get a constant stream of boring, predictable corporate press releases. Be anti-corporate. Don't be afraid to stand out.