



THE MODERN PR MEDIA MIX:

CHAPTER THREE: AMPLIFICATION

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A close-up photograph of a vintage-style microphone with a silver mesh grille and a red and silver body. The microphone is positioned on the right side of the frame, angled towards the center. In the background, a blurred image of a sound mixing console with numerous knobs and faders is visible, creating a professional audio production atmosphere.

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SECTION 3.

AMPLIFICATION



Using organic approaches can be effective, but you may not be reaching the right audiences.

Imagine you've just had your dream story appear in a top-tier publication.

It's right there on the home page for all to see. But in just a few hours that hot hit has been relegated to the site's back pages. How can it be given greater reach? The answer is amplification.

Amplification uses social media to gain more followers for your channels and get more attention on a particular piece of coverage, news story or announcement. It extends the reach of the number of viewers and amount of engagement you could get through normal distribution on the wire or on a website.

Amplification is all about boosting content. It can be done organically or be bought and it can be done through social channels or through purpose-built networks. Content can be amplified on social media organically by using well-trafficked hashtags, mentioning influential people, syndicating it on sites like Medium, and using word of mouth approaches.

Using organic approaches can be effective, but you may not be reaching the right audiences and it usually takes some time to build up your following.

Paid social, as described in the previous section, can also be used to increase audience exposure to specific content. The same strategies used to promote an account or white paper can be applied to a great article, with excellent targeting capabilities and measurable results. If you're all about increasing engagement around a particular piece of content, use paid social amplification services to up your game.

Beyond social, paid syndication services like Outbrain provide the ability to reach highly targeted audiences across a range of websites. These services are essentially ad networks that use eye-catching graphics and headlines to draw viewers to selected stories. If you're looking to increase impressions around a particular piece of content, then you should consider syndication services.

Before starting an amplification campaign, start by asking yourself, who will share this and why? What audience am I trying to reach and where and how do they consume information? This will inform the approach you should take.

Today's opportunities with amplification

Earned amplification

Amplification should begin with earned opportunities, especially ones you can do on your own behalf. Examples include:

- Sharing content across your company's owned social media channels
- Suggesting content for your employees to post on their social media channels
- Publishing owned content to your company blog
- Cross publishing your blog's content to Medium or on LinkedIn's publishing platform, Pulse
- Including content in your organization's emails to customers and prospects

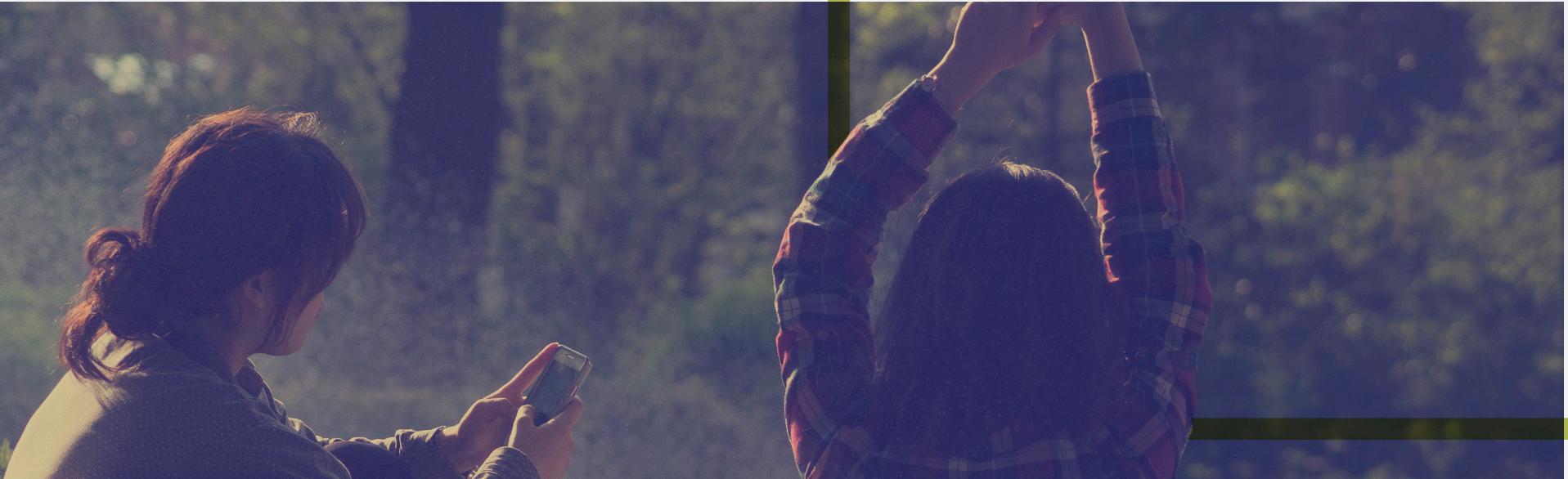
Paid amplification

You can also amplify your story in a number of ways with various paid opportunities. Here's the breakdown:

- Running a paid social campaign on platforms like Facebook, Twitter or Snapchat
- Using a paid syndication service like Outbrain
- Investing in paid influencer relations on platforms like YouTube
- Utilizing paid advocate marketing through a service such as Crowdly



In order to get the results that you want... you need to adapt.



What makes amplification effective.

Content amplification is most effective if:

- The content is newsworthy
- The content is entertaining and shareable
- It is posted to a legitimate news outlet
- It is posted on a “neutral” (meaning not a company website) site like Medium or LinkedIn

Content amplification is less effective if:

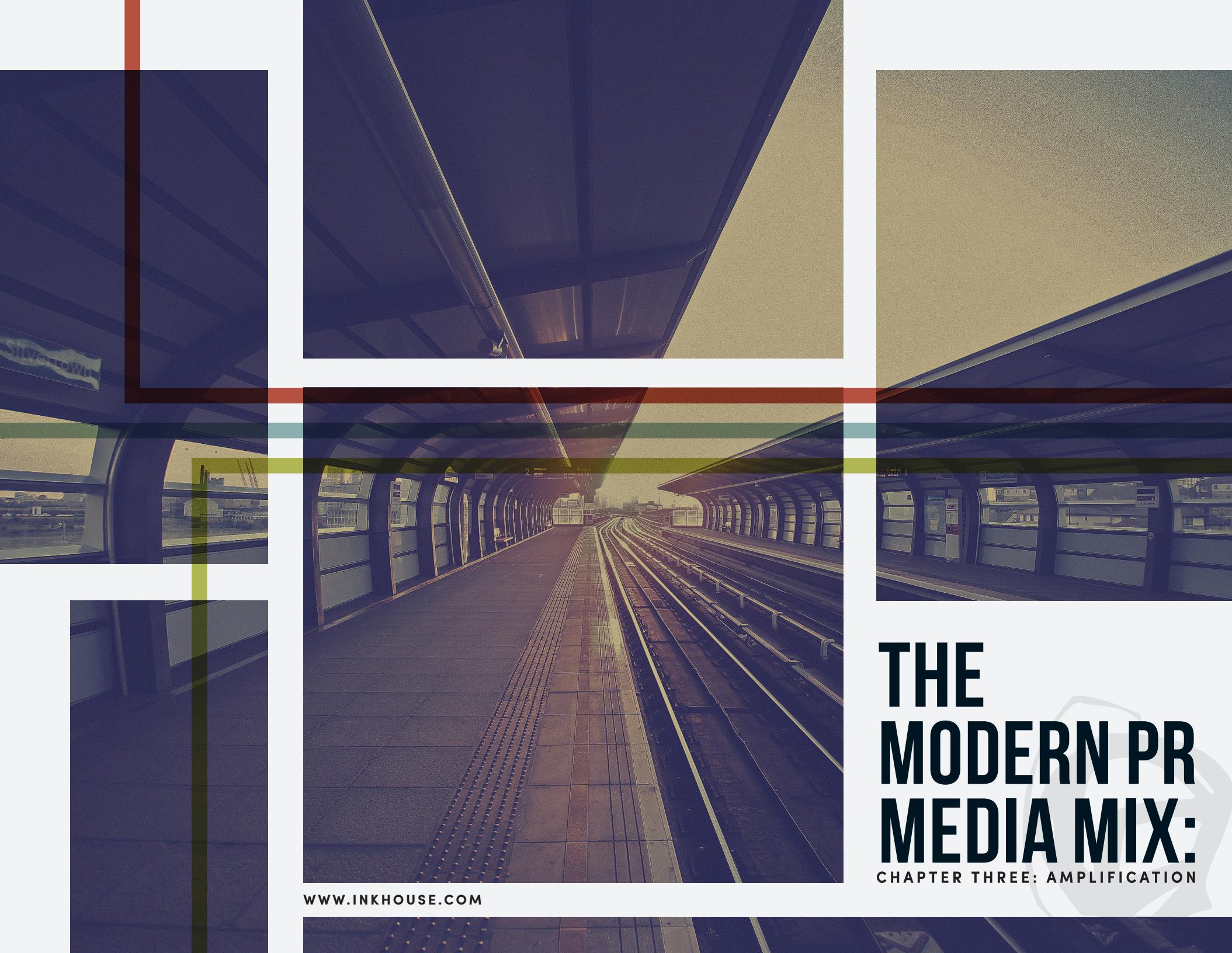
- Your goal is to drive to a product page on a website or an Amazon link
- Your content is too self-promotional
- Your content only lives on your blog or organization website

Amplification can offer your content both a bigger and a more targeted audience, depending on the approach you take and how much you are willing to spend. Of course, it comes down to the needs of the brand, but amplification is a great way to spread the word!

In order to get the results that you want for your stories, you need to adapt to the changing times. By using social media, amplification and sponsored content, you can take your PR and marketing efforts to the next level. [Learn more](#) about how you can use these services to get your content the kind of engagement you’re looking for.

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