

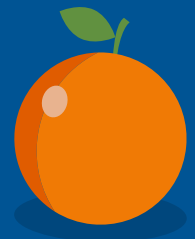
# 6 Ways to **Squeeze** the Most Out of Your **Media Database**



Whether you're a comms newbie or a seasoned PR pro in the know, it's never a bad idea to (re)acquaint yourself with that most useful and important tool in your arsenal: the media database.

You know the power of a good media list — you know what it can do for you and where you'd be without it (hint: nowhere good). These six tips from Agility PR Solutions are designed to help you tap into that power.

Shall we get started?



## TIP #1: Get Niche with Keyword Search

And where better to begin than with the hallowed keyword?

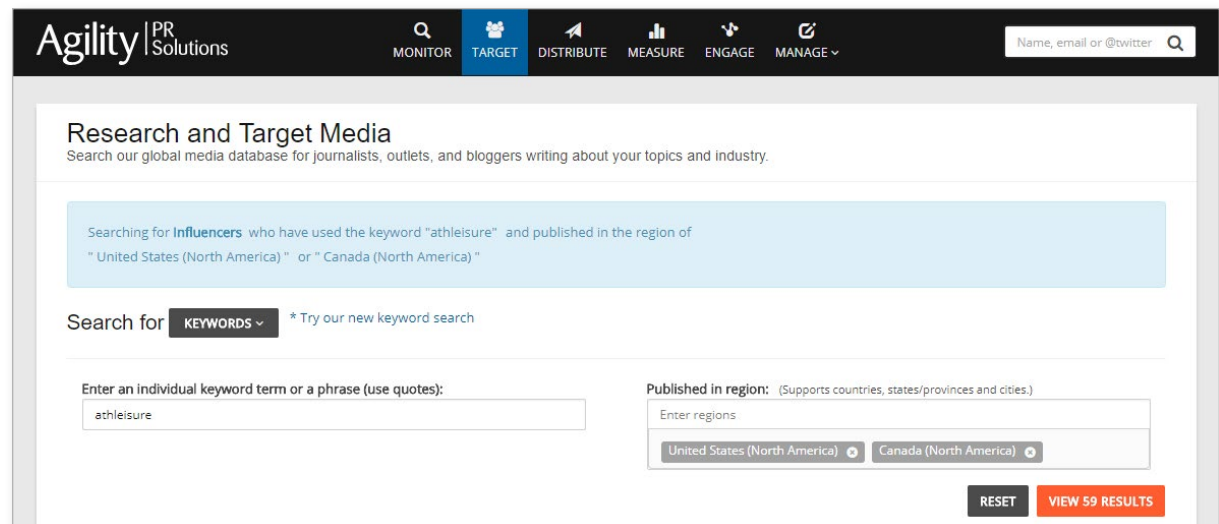
With keyword search, you really can go big and search for everything under the sun that relates to your brand, and then use filters like region, media type, or subject to narrow down the list. When you do, you **pinpoint relevant influencers** you might otherwise have missed.

When you search by keyword in the Agility™ database, we don't just search contact records, we scan billions of articles for those words. The beauty of this is that you can find journalists and influencers writing about very niche things, things that don't fit into traditional subjects or beats, things like your CEO's name or your competitor's product.

Think about this. You can search for *any* word a journalist might write about. You already use keywords to [monitor your media coverage](#) — now you can do the same to surface the influencers who are talking about the things that interest you.

And the results you see? We don't list them alphabetically; we rank them by the number of times they've written about your keyword.

Also, we mean it when we say “any word.” We're talking words that describe your product or service, words that only your competitors use, words that are unique to your industry. Because it's not just about knowing who's covering you, it's about knowing who isn't covering you — but should be.



The screenshot displays the Agility PR Solutions interface for 'Research and Target Media'. The search criteria are: 'Searching for Influencers who have used the keyword "athleisure" and published in the region of "United States (North America)" or "Canada (North America)"'. The search bar shows 'athleisure' entered in the 'Enter an individual keyword term or a phrase (use quotes):' field. The 'Published in region:' field is set to 'United States (North America)' and 'Canada (North America)'. The search results are ranked by the number of times they've written about the keyword, with a 'VIEW 59 RESULTS' button visible.

## TIP #2: Go Broad with Advanced Search

Sometimes, however, keywords are secondary to your needs. Like when you just really need to contact an entertainment writer in Manchester, or a technology editor in Chicago.

For times like those, advanced search lets you find media contacts by beat, job role, location, media type, and more.

You know what this does for you? It allows you to build and separate your lists according to your coverage goals.

PR pros often approach stories with different angles they believe might appeal to different journalists/audiences. They may want regional coverage from the journalist who writes about local business, and national coverage from the journalist who writes about bigger industry developments. With advanced search, you can quickly create lists for each story angle so you can ensure your pitch will hit home.

When your needs are a little more general, advanced search is perfect and all you need.

Agility PR Solutions

MONITOR TARGET DISTRIBUTE MEASURE ENGAGE MANAGE

Name, email or @twitter

### Research and Target Media

Search our global media database for journalists, outlets, and bloggers writing about your topics and industry.

Searching for **People** who write about "Entertainment (General)" and excluding blogs

Search for **PEOPLE** \* Try our new keyword search

writing about: Enter subject  
Entertainment (General)

located in: Manchester  
STATE  
Manchester (Jamaica)  
COUNTY  
Greater Manchester (England, United Kingdom)  
CITY  
Godmanchester (Cambridgeshire, England, United Kingdom)  
Manchester (CLAY, Kentucky, United States)  
Manchester (OHIO, Ohio, United States)

with the job role: Enter job role

publishing in:

and working for outlets...

named: Enter a specific outlet

in the format: Enter format

writing about:

covering the area:

then narrowed down by...

media type: SELECT

publication frequency: SELECT

news focus: SELECT

including blog outlets

View less search options

RESET VIEW 13645 RESULTS

## TIP #3: Build Your Lists... And Then Build Some More

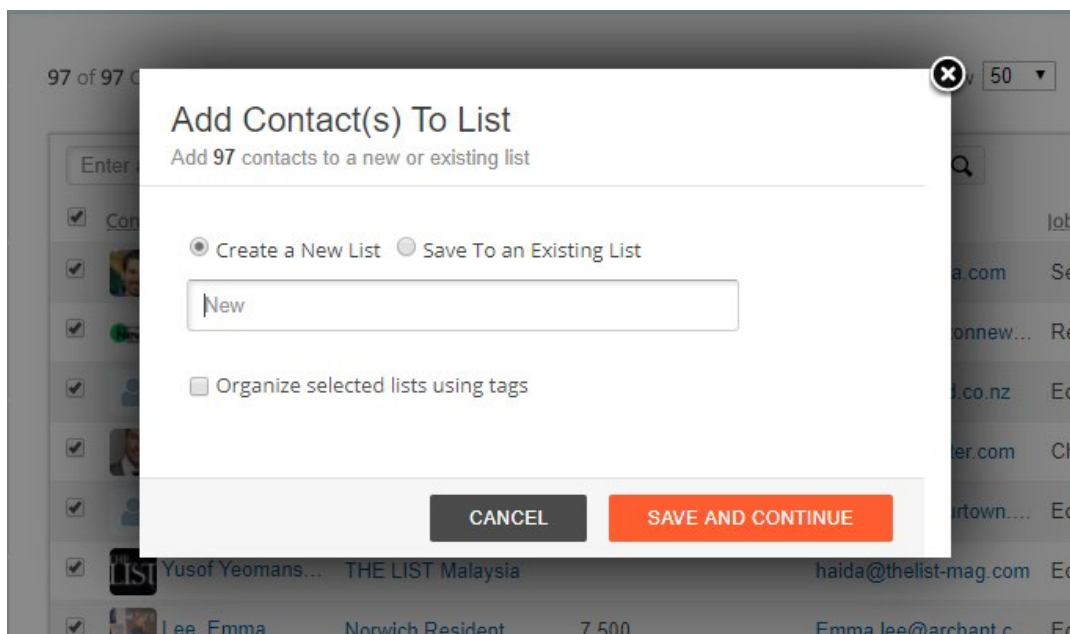
Once you've found the influencers you'd like to reach out to, you can go right ahead and add them to an appropriate list for future outreach.

And guess what! Like everything else in Agility, we've made list building **super easy**. When you find that perfect influencer, simply click on their name and you'll see a detailed profile, including email, phone, social media contact details, their latest tweets, and more. Once you're satisfied, pop 'em into a new list or one you've already built. Bada boom!

Likewise, if you like the look of an entire search result, you can add them all *en masse*. And the search criteria you used to find them? A good database will save it for you, so you can use it again and again to refresh your lists. Not only will your lists have the right journalists on them, but their contact info will be as up to date as can be. And whenever you do run the saved search again, new influencers — who fit the description but aren't yet on your lists — will be highlighted, so you can be sure your lists are as complete as possible.

**BONUS LIST TIP!** Consider pre-segmenting your lists by city, beat, or media type, etc., so you can get super targeted with your outreach when the time is right. When you do that, you see your open rates soar. Likewise, why not build a list of friendly journalists or one of journalists who regularly cover your competitors? What we're saying is be purposeful and get to targeting.


The good news is that there's **no limit** to the number of lists you can build and save. So go nuts.





**Lists Pro Tip: Matt Glass, [The Cult PR](#)**

Sometimes multiple lists are better than one. You might find that there's a slightly different angle for women's magazines than for men's. You'll almost certainly find that the tabloids have a different take on your story than the broadsheets. And you can go into more depth with specialist titles than you would with regular, consumer publications. So think about whether sending a slightly tweaked version of your email to five different lists might be better than a one-size-fits-all approach.



## TIP #4: Cut Through the Social Noise

Search is the No. 1 way to find your ideal influencers. But social listening complements it wonderfully, and in some cases even has it beat.

When you track social posts and conversations, you hear, *in real time*, what influencers are saying about the topics you care about. **It's an unfiltered view into the minds of your would-be messengers.** Searching social for words or phrases that are important to your brand identifies influencers you might have never known about. Remember: a media list is only as good as the contacts that are on it.

Social listening also lets you keep up on journalists that you have on your radar, so you can jump in on important conversations, retweet them, learn what makes them tick, and really build a relationship.

Influencer Streams lets you see a live stream of Twitter conversations and online news by keyword, hashtag, or handle, or to see posts of journalists in lists you've created in the past.

And we reduce social noise by only showing posts from verified journalists and influencers in our database, not just anyone with a handle.

Journalists are on social too, and it pays to listen to what they're saying.

The screenshot displays the 'Agility PR Solutions' interface for 'Influencer Streams'. The top navigation bar includes 'MONITOR', 'TARGET', 'DISTRIBUTE', 'MEASURE', 'ENGAGE', and 'MANAGE'. The main content area shows a grid of social media posts filtered by keywords like 'lulu lemon', '#yoga', and 'athleisure'. The posts include tweets from users like Melanie Morris, Beth Teitell, Danae Mercer, and Avis Favaro, along with Instagram posts. A search bar at the top right allows for filtering by name, email, or @twitter.

## TIP #5: Send a Tasty and Tantalizing Email Pitch

You've found your influencers. You've got your lists. It's time to reach out.

**The plain truth** when it comes to contacting journalists is that [9 out of 10](#) prefer to be contacted by email.

If you're a sure shot with email pitches, that's good news for you. But even if you're not, don't worry — there are a ton of best practice tips and tricks out there on reaching out to journalists via email.

[Here are some of ours.](#)

Create your captivating email pitch directly in the platform or pull in a Word document that you've already built, coming over with the formatting fully intact. You can add images and attachments, and even automate personalization by adding contact details like first name or outlet name. Then you've got the option of sending the email immediately or scheduling it for later.

When it comes to building relationships with journalists, email's the way to go. And a good database will make it easy on you.

**Agility PR Solutions**

MONITOR TARGET **DISTRIBUTE** MEASURE ENGAGE MANAGE

Name, email or @twitter

### Step 4: Final Email Details

You have 999,191 recipients to use before 9/28/2026. Get More

1 Lists 2 Setup 3 Content 4 Confirm

**Scheduled date and time** April 26, 2018 at 07:30 AM (UTC-05:00) Eastern Time (US & Canada)

**Sending to the following lists** You have 629 recipients.  
4 list(s).  
1 saved searches.  
search results (0 contacts).  
1 BCC'd contacts.  
Technology writers  
Canadian Technology English  
PR & Comms  
Cision writers  
Media & Communications  
BCC'd ( 1 )

**Subject line** We're kind of a big deal... according to G2 Crowd

**Reply-to** dawn.smeaton@agilitypr.com  
Agility PR Solutions  
Canada, 319 McRae Avenue, Ottawa, Ontario, K1Y 4S1

**Content**

**Agility PR Solutions**

**Agility PR Solutions Named a Leader in Media & Influencer Targeting Software**

On the heels of a busy year of product innovation, Agility PR Solutions is proud to announce it has been named a leader in the [Media and Influencer Targeting Software Grid](#)® by G2 Crowd, the world's leading business solutions review website.

With high user ratings for ease of use, set-up, and quality of support, Agility PR Solutions' media database and distribution platform has been recognized as a top solution for finding and connecting with journalists.

The Grid® rankings are determined by customer satisfaction (based on user reviews) and sales (based on market share, vendor size, and social impact) and placed into four categories: Leader, High Performers, Contenders, and Niche. Being in the Leader quadrant means that Agility Solutions is rated highly by G2 Crowd users and has substantial market presence scores.

"Being ranked as a Leader in the Media and Influencer Targeting Software Grid caps off an exciting year at Agility PR Solutions," said Martin Lyster, chief executive officer, Agility PR Solutions. "It validates the investments we've made to increase contact quality and quantity to add new capabilities like live social media streams to the Agility media database."



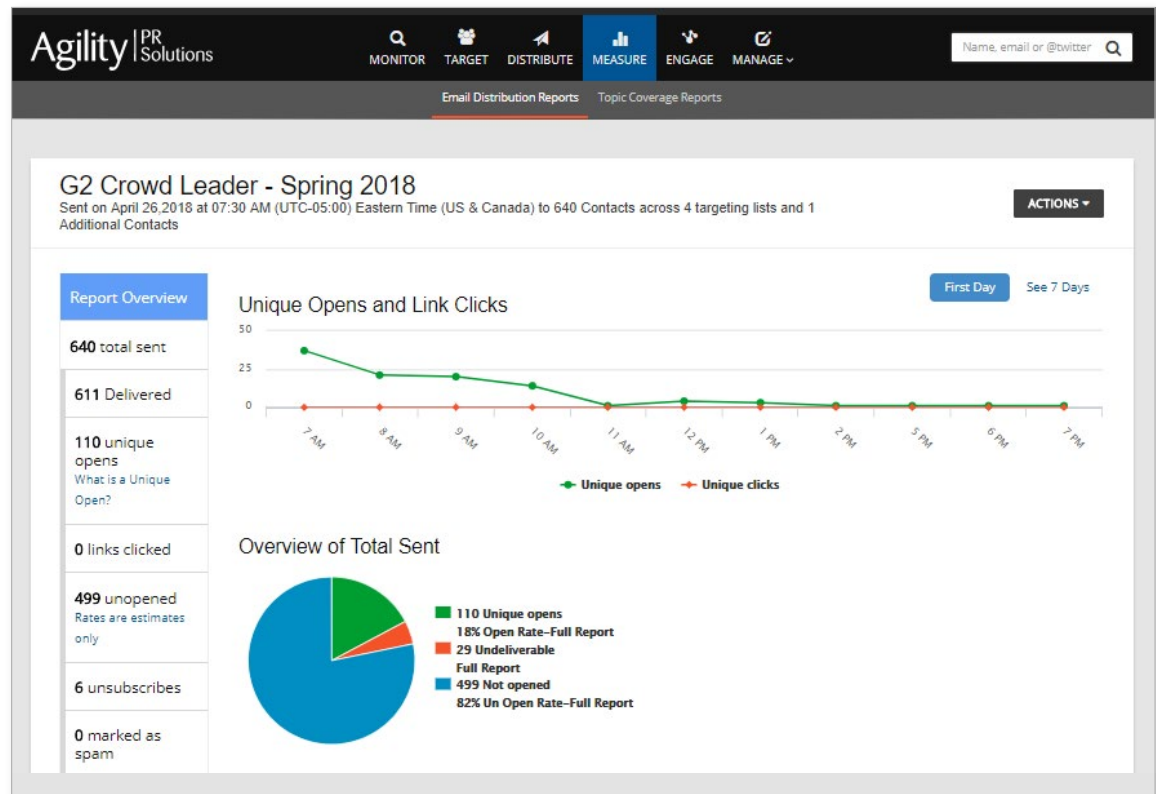
## TIP #6: Prioritizing Your Follow-up is Capital “E” Essential

Your job doesn't end the minute you send. It's vital to see who's opened your email and who's clicked on your links to determine interest and then plan your follow-up accordingly.

**By tracking opens and clicks, you learn exactly whose curiosity's been piqued by your story.**

The beauty of seeing who clicked on which links is that you know who's eager for more information and what specifically grabbed their eye. When you know that, your follow-up becomes a breeze.


Following up is an essential part of pitching. And when you have the knowledge of who opened and clicked, it becomes so much easier and so much more effective.





**Follow-up Pro Tip: Josh Weiss, [10 to 1 PR](#)**

Let's say we emailed a release to 500 reporters. After handling any direct replies, we then look at the distribution report, particularly the opens. If we see that 100 reporters opened the email but never responded to us directly, that indicates that they had some interest. We then go through the list and identify the top 10 outlets or influencers from it. What this does is give us a manageable and promising follow-up list.



Now that you know how to squeeze the most out of a media database, how about taking a closer look at ours? We'd be thrilled to give you a friendly little guided tour. Go on, you know you want to.

**I WANT A DEMO!**