

PR Amplification Action Checklist

Print off this checklist and tick off each step as you go through the [‘Amplify Authenticity: Proven PR Exposure Tactics to Build Trust’](#) guide on our Talk About Digital Podcast website.

Share Your PR Wins Across Social Media

- Identify the social media platforms your customers use most
- Create an engaging post to share your PR win
- Include a strong Call to Action (CTA) in the post
- Tag the media outlet, journalist, and relevant influencers
- Engage with comments and interactions on your post

Turn PR Mentions into Engaging Content

- Identify key quotes or snippets from the PR coverage
- Create shareable content using these quotes on your website and social media
- Write a blog post or case study based on the PR article
- Integrate PR quotes into the blog or case study to reinforce your message
- Include a CTA to encourage customers to take action

Include PR Mentions in Your Email Newsletters

- Highlight your PR coverage in your next newsletter
- Add a brief summary and link to the full article
- Include a CTA in your newsletter to drive engagement
- Plan an email campaign focused on your PR mention if significant
- Design each email around key messages from the PR coverage

Showcase Your PR Mentions on Your Website

- Add a 'Featured In' section to your homepage
- Use logos or quotes from the media outlet in the section
- Link to full articles or features where your business was mentioned
- Consider creating a dedicated 'Press' or 'Media' page for multiple PR mentions

Integrate PR into Testimonials and Case Studies

- Identify testimonials that align with your PR coverage
- Combine customer testimonials with relevant PR quotes
- Update your website or marketing materials with these enhanced testimonials
- Choose a project or success story mentioned in PR for a case study
- Include PR quotes and measurable results in your case study

Build On Your PR with Follow-Up Coverage

- Keep a list of journalists or media outlets that covered your business
- Send polite updates about new developments to these journalists
- Suggest new angles or stories based on the latest updates
- Share any new developments on social media, email, or blog posts
- Reinforce the connection to your previous PR coverage in these updates

Engage with Customers Who Discover You Through PR

- Monitor all communication channels for inquiries from new customers
- Respond quickly and personally to these inquiries
- Personalise responses by mentioning the PR article that brought them to you
- Remind customers of the PR mention when interacting with them
- Ensure your service or products deliver on the promises made in the media
- Encourage feedback to ensure customer experiences match their expectations



By using this checklist and following the related guide on the TAD website you will understand how to share, use and amplify your published PR exposure to help you to build trust and new customers for your small business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.