

# Ronn Torossian Announces Top Media Relations Strategies

NEW YORK, NEW YORK, UNITED STATES, June 15, 2023 /EINPresswire.com/ -- Companies that are looking to reach a lot more potential customers and start growing exponentially must start thinking about developing a media relations strategy that will generate positive media coverage for them and their solutions. There are plenty of different media relations and public relations tactics that companies can rely on for their media relations campaigns, however it's important for companies to know the most effective ones before deciding to do so. After all, the key to any media relations success is for the company to fully understand the news stories that are going to be coming up in its industry, and then reach out to relevant journalists ahead of time with various story ideas that are going to be relevant to that coverage.

## Studies

Most of the media relations campaigns that businesses tend to execute end up failing simply because the company didn't focus on the basics. A lot of feature writers, as well as journalists, need to have research and case studies to be able to illustrate the patterns or trends that they are talking about in their coverage. That means that whether a company wants to target a local or a national media outlet with its pitch, it needs to create a case study that's detailed and well written. To create an effective case study, companies will need to add the full names of all the people included in that study, as well as high-resolution images of anyone involved with it. Then, the company needs to add detailed quotes on how its solutions have impacted the people that were involved in the study, and how those solutions have managed to improve their lives. This is because having a human-interest element in a case study tends to give most research pieces a more emotional hook that's going to motivate the readers to learn more and finish the case study.

## Local outlets

When most companies start investing in any sort of media relations efforts, they're always aiming at the biggest media brands that everyone knows and are available nationally, or even internationally. Although this might be tempting, generating positive media coverage from media outlets, like the New York Times, TechCrunch, The Times, and others tends to be quite difficult for any business. It takes a lot of time and effort for any company to develop good enough relationships and public relations efforts so it can finally be taken seriously by some of these big media outlets. Fortunately, companies are always able to reach out to local media outlets and TV stations and get their stories out. In fact, getting positive media coverage from local outlets is essential for regional and smaller businesses, whose target audience tends to be in a specific

area. Additionally, it's important for companies to remember that it's a lot easier to create a newsworthy story with local media outlets, compared to national and international ones. This is also a great way for companies to generate some positive media coverage both online and offline that a lot of people are going to come across when they look up the company in the future as well.

[Ronn Torossian](#) founded [5WPR, a leading PR firm.](#)

Ronn Torossian

PR Executive

+12125844310 ext.

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/639285753>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.