

Handling, tracking &
maximising coverage

Handling press requests

Response received. Now what.

- ❑ Respond quickly, the press don't hang around.
- ❑ Only send relevant, requested assets & information.
- ❑ Ask once for a coverage date and then track yourself
- ❑ Press is never confirmed until published

Surprise,
you've been
featured.

Just finishing the week on a high with an unexpected mention in Homes & Interiors Scotland.
Was just minding my own business on Readdy when I stumbled across it. F**king delighted!
Also, this is a great interiors magazine.



You, Cecilie Olsen and 27 others

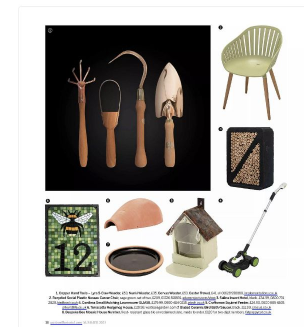
6 comments

Surprise!

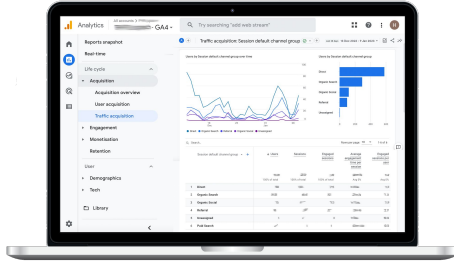
Share ...

 **Rachel Balding** 5 months ago
Owner/maker at Fatpoppycat

My bee mosaic is in Gardens [Illustrated](#) this month and I didn't have a clue it was going to be there! Thankfully one of my social media followers spotted it. They must have lifted a photo from the website, cut it out and photoshopped the foliage I use for my lifestyle pics that partially covered the mosaic.
What a fabulous surprise 🍯

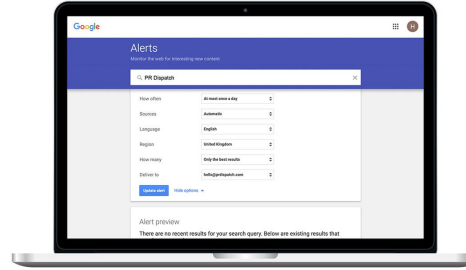


TRACKING PRESS COVERAGE



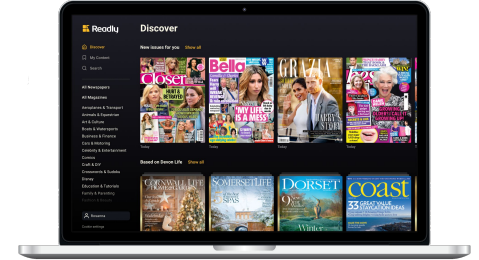
GA4

Track online press through Google Analytics website traffic with GA4.



Google alerts

It's easy to create a Google alert that lets you know if your brand has been mentioned online.



Readly

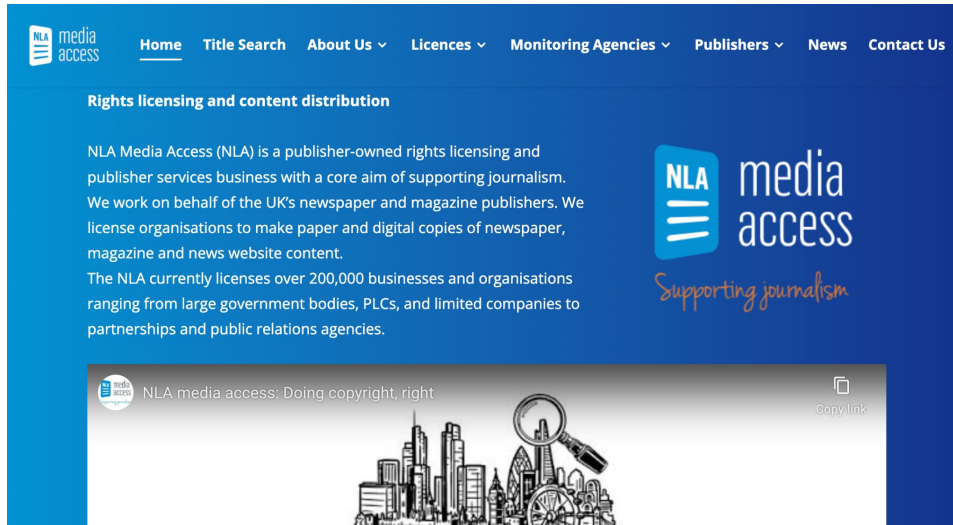
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Follow details on platform for set up

USE COVERAGE TO DRIVE SALES

10x the awareness.
Maximise your coverage.

CONTENT DISTRIBUTION



The screenshot shows the NLA Media Access website. At the top left is the logo with the text "NLA media access". To its right is a navigation menu with links: "Home", "Title Search", "About Us", "Licences", "Monitoring Agencies", "Publishers", "News", and "Contact Us". Below the navigation is a section titled "Rights licensing and content distribution". The text in this section reads: "NLA Media Access (NLA) is a publisher-owned rights licensing and publisher services business with a core aim of supporting journalism. We work on behalf of the UK's newspaper and magazine publishers. We license organisations to make paper and digital copies of newspaper, magazine and news website content. The NLA currently licenses over 200,000 businesses and organisations ranging from large government bodies, PLCs, and limited companies to partnerships and public relations agencies." To the right of this text is the NLA Media Access logo, which consists of a blue square with three white horizontal lines, followed by the text "NLA media access" and the tagline "Supporting journalism" in a cursive font. Below the text is a social media-style card with the title "NLA media access: Doing copyright, right" and a "Copy link" button. The card features a line-art illustration of a city skyline with a magnifying glass over one of the buildings.

If you're republishing coverage, you might be contacted by the NLA to obtain a media access copyright license.

WHY USE COVERAGE TO DRIVE SALES



1

PR myth

Press coverage alone drives sales

Expert fact

Coverage at the right time & place with accessible priced product might translate to sales. But coverage drives sales when used in your sales funnel

MAKE YOUR COVERAGE WORK HARDER

Sbri Studio Blog

Sbri in the Press in 2022

JAN 18, 2023

We're not even three weeks into the new year and yet 2022 already seems so long ago. For most of us January is a time for refreshing, goal setting for committing to a new year - same-me, if that's more your thing but it's also a great opportunity to reflect, take stock, and recap on all there is to celebrate from the last twelve months. Some great things happened in the Sbri world in 2022 - our first artist collaboration, new product launches, and some pretty cool press features too.

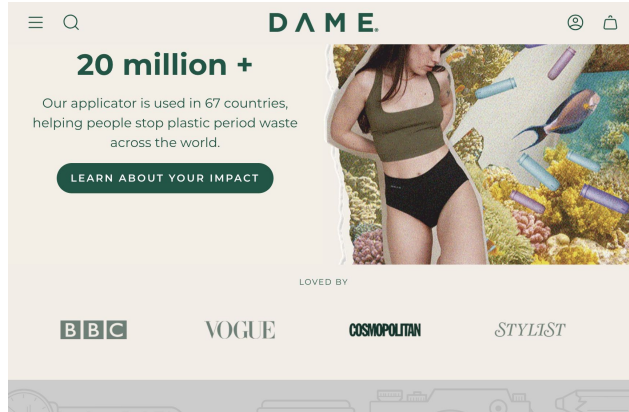
Our small business first dipped a toe in the world of PR in 2021. We wrote about it here but that was just the beginning. 2022 saw Sbri products popping up in magazines, newspapers, blogs and websites all over the place, and it's always so exciting to spot a new feature. We love to see it. So, in the spirit of celebrating big and small victories, here's a round up of some of our favourite press snippets and editor-approved Sbri products from 2022 in case you missed them the first time round...

Personalised Leather Card - Coin Purses



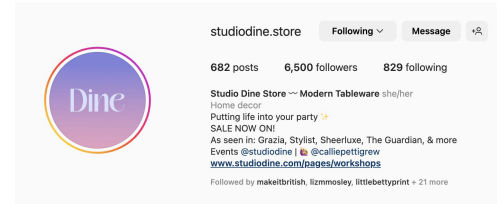
Blog post

Improve SEO



Logos on website

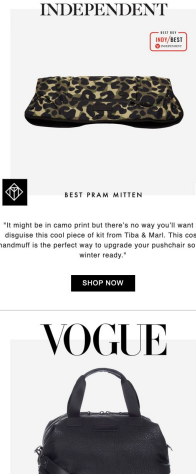
Immediate credibility



Instagram bio

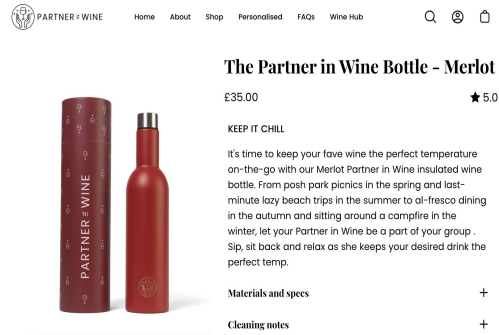
Trust at first touch point

MAKE YOUR COVERAGE WORK HARDER



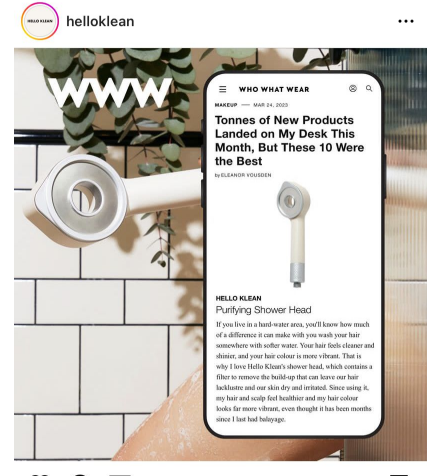
Share with stockists

Increase orders of press favourites



Product description

Improve SEO



Share on social

Trust at first touch point