

The Complete Post-Placement Checklist:

20+ Ways to Get More Out of Your Media Placement

Congrats! You landed great coverage — but getting published is just the beginning.

Use this checklist to find simple, smart ways to share, reuse and build on that placement so you can show your clients even more value and make every win go further.

Some of these items you can do on your own, others you'll need client approval, and a few are meant to be recommendations to your end client. See attached guide for advice on how to tackle this strategy.

AMPLIFY ON SOCIAL MEDIA

- ☐ Post link to article on the client's corporate LinkedIn page
- ☐ Share with internal staff to post on their own social accounts
- ☐ Turn media placement article into a social carousel or document post with key points
- ☐ Create short video recaps to publish on appropriate social channels
- ☐ Promote the social post with a small budget to get more reach

REPURPOSE INTO NEW CONTENT

- ☐ Take key stats and facts and turn into an infographic
- ☐ Summarize content and send as an email newsletter, driving people to the link
- ☐ Repost on client's blog and add links to post in related articles on owned site
- ☐ Add link to client's newsroom or press kit
- ☐ Combine with other assets for a multimedia release

Brandpoint offers content creation and graphic design services! Let us know if you need help repurposing your article.

PITCH MORE FROM THIS STORY

- ☐ Include placement as social proof to pitch related stories
- ☐ Identify new topic angles from the piece for follow-up pitches
- ☐ Offer related (and exclusive!) insights to another outlet
- ☐ Ask your brand ambassadors to share on their own networks for potential additional pick-up
- ☐ Consider localized angles and news hooks to expand coverage to targeted media locations

HELP THE SALES TEAM SHINE

- ☐ Share with client's sales team to add to email signatures for a credibility boost
- ☐ Add to sales outreach strategy for a reason to reach out about their brand
- ☐ Create a one-pager about the brand or product as social proof
- ☐ Design a slide featuring this placement for a sales deck

SHOWCASE WINS FOR YOUR AGENCY

- ☐ Add placement to a campaign wrap-up to show your value to the client (include metrics!)
- ☐ Create a "client success story" slide for use in pitching new business or renewals
- ☐ Add to your agency's newsroom or press kit
- ☐ Highlight placement in status wrap-up for your own stakeholders

Need help planning your next placement? We'd love to help. Reach out at contact@brandpoint.com to get started.



6 Ways to Use the Complete Post-Placement Checklist

1. STRATEGICALLY PICK A HANDFUL OF TACTICS TO START WITH FIRST

While you might want to go all in and try to accomplish everything on the post-placement checklist right away, that's not realistic. We recommend reviewing your client's goals and choose three to five of the tactics that would help accomplish them. Are there gaps in the media mix? Does a certain channel need extra love? Do you want to extend the life of the content by finding new angles?

As you check items off the list, share the wins with your client or stakeholders to build momentum and buy-in from the team!

2. DIVIDE LIST INTO ACCOUNTABILITIES

Many items on this list can be done on your own, but there are many that need someone else to take action. Create a plan of accountability and be prepared to share with other teams, such as marketing, sales or leadership.

3. ORGANIZE ASSETS IN A CENTRAL LIBRARY

As you pass on information for others to act on, place all assets and information in one central place. Create a group folder with the original placement, any documentation on campaign strategy or client goals, images or video assets, approved social copy, and of course, this checklist!

4. PRINT THE LIST AND HANG IT IN PLAIN VIEW

Yes, this might be old-fashioned, but having a physical piece of paper in an easy-to-see place will help you remember to keep plugging away at the content after it's been published and give you inspiration to act on during the day. The more you think about these post-placement actions, the more they will become second nature.

Use different color highlighters to separate items based on goals or channels. That way you can quickly reference your current mix and decide what else should be completed to balance it out. You can also write down the names of people assigned to each task.

5. DON'T FORGET TO MEASURE YOUR IMPACT

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6. SHARE YOUR SUCCESS STORY EARLY AND OFTEN

Compile all your efforts into a singular story detailing the value you brought to your client. You could be working to earn more business from the account or providing an end-of-engagement wrap-up — either way, share your successes in a narrative story, including key metrics along the way.

You could also white label the information and use the story to share how you go above and beyond for your clients with new prospects. You don't just earn coverage for them, but you get their story out in meaningful ways across many functions and channels.

A great placement deserves a productive second life. Use this checklist as your repeatable playbook to get more from every story you share.

Need help planning your next placement? We'd love to help. Reach out at contact@brandpoint.com to get started.

