5 Essential Approaches to an Effective Media Targeting Strategy

New Cision resource outlines vital components to successful influencer relations

CHICAGO, Feb. 27, 2017 /PRNewswire/ -- As spheres of influence continue to expand with the presence of new media, PR professionals are encountering new challenges to effectively reaching their target audiences. Influencers have become an invaluable asset for brands in achieving this, but with 80 percent of influencers saying they receive irrelevant pitches[1], how can PR professionals narrow down which influencers are the right fit for their brand?

Cision's new tip sheet, "***The 5 Truths of Modern Media Targeting***" offers insights to communication professionals on how to navigate the process of effectively identifying and incorporating influencers into their campaign strategies.

The **full guide** discusses the most important factors to consider when planning a media targeting strategy, including:

- **Key challenges:** The most common obstacles PR professionals face with influencer relations
- **Best approaches**: The right strategies to developing a successful influencer marketing campaign
- **Tech Recipes:** How to incorporate technology and data at a tactical level to get the most out campaigns

Deriving true value from an earned media strategy requires a coordinated effort across teams and a data-driven approach to communications. With an integrated cloud solution, PR professionals are able to maximize media coverage and ROI by targeting the right contacts and sending effective messages informed by key insights. Access the **complete guide here** to start connecting with influencers and reaching your target audience.

Want more insights into influencer and media relations? Learn how to leverage the leading voices in your industry today with Cision's on-demand webinar, "***Cision Communications Cloud™: Identify the Right Influencers.***" Featuring Cision thought leaders Vanessa Childs, SVP, Product Marketing and Natalia Dykyj, VP, Product Leadership, the webinar tackles common challenges associated with influencer engagement. Learn how to not only identify and engage with the right influencers, but also how to attribute your campaign's efforts to business success.

About Cision:
Cision is a leading media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology and services into a unified communication ecosystem that brands can use to build consistent, meaningful and enduring relationships with influencers and buyers in order to amplify their marketplace influence. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, Latin America and Australia. For more information, visit www.cision.com or follow @Cision on Twitter.

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[1] http://www.cision.com/us/resources/white-papers/som-2016/

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