



## Episode 69

# How to get found by the media



**Jason: [00:00]**

Hello and welcome to designer discussions with Jason, Mirjam, and Maria. Today we're talking about how to get found by the media.

**Intro: [00:17]**

Welcome to the designer discussions podcast with Jason, Maria, and Mirjam. Tune in each week where we talk about marketing, PR, and business advice for design professionals. Are you ready to get serious about your marketing? We're opening the Designer Discussions Marketing Studio, a monthly series of in depth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients.

**Mirjam: (0:45)**

So this is a topic I never thought I would talk about, because if you've heard me talk before, you probably know that I usually say this is not going to happen. And when I say this, I mean that you are discovered by the media sort of by accident. And the reason why we're having this episode and I realized this is a topic I want to talk about, is because I think this is what a lot of interior designers are hoping for, right? They're hoping that an editor from House Beautiful or Architectural Digest, wherever it may be, that they just sort of accidentally come across them on Instagram and they say, wow, this designer does amazing work. Look at all these great pictures. I'm going to reach out to them and ask them if they want to be featured on a six page spread in the magazine. That would be fabulous. But the reality is that that is very unlikely to happen. So that being said, the good news is that there are things that you can do to make sure that you show up in the right way, in the right places so the media do notice you.



### Mirjam: (02:05)

So I've divided it up in four different topics that we're just going to touch on briefly. And later this year, in December, I'm also going to have a more in depth training for this available, so stay tuned for that. But the four areas that we're going to look at our social media, your website events, and the media themselves. And I know that sounds counter intuitive, but you'll get it when we get there. So let's talk a little bit about social media. Obviously, there's a lot of talk about social media all the time. I feel like it's all interior designers talk about when it comes to marketing. And granted, it is important to have a presence on social media, and you may invest a lot of time and effort into it. Kudos to you. But I am here to talk about it specifically from the standpoint of how you need to show up so the media take notice of you when they come across your profile, right? And we'll talk a little bit on Instagram, which is obviously the number one platform. That's probably what everybody is thinking about. And it's really kind of basic. You have to follow all the good practices that everybody recommends. And we've talked about it on the podcast many times over. But what's really, really important is your bio. And one of the things you definitely want to have in your bio is your location. And I find that that is often missing. But when media go out and look for designers to provide content for whatever it may be, geographic location is always often an important point for maybe they are working on a story about a particular area or maybe they already have they need four designers to participate. Maybe they already have three and they want the fourth one to be from a different area. This happens very frequently. They're not going to use two that are from the same place normally. So make sure you include your location. Obviously. Just make sure your bio is complete. Please use your own photos in your feed. So when an editor goes and looks at your feed, it's not a bunch of projects from other designers, which that's a whole other episode. It's great to give credit to other people, but really on your social media, it's like your business card, right? It's like that, it's your work. So show off your work.



### Mirjam: (04:05)

So when they go there to get a sense of what your style is, the types of projects you work on, and make it look like your creation. The second thing on Instagram that can also be very important would be like the next step. But if you're serious about wanting to be found by the media, do engage with them, right? Follow them on social media. And I'm not just talking to media outlets, which that's somewhat helpful, but honestly, you never know who manages the social media account. It might be the intern or the super junior editor who really doesn't have a lot of say in anything that goes into the magazine. But you can also often find to the actual editor profiles on social media. And they're very easy to track down. And if you look at them, if their public is profiled and you notice that they do talk about the work that they do, follow them, you know, show support, engage. So they see your name around and they know who you are. It's not like you're pitching them, but just build a relationship, show support, show them that you like their work and eventually they will take notice of you. And maybe when they're looking for a new contact, new project, new whatever, new comment, maybe they'll reach out to you. So those are the two things I would say for Instagram on Facebook. Just make sure you have a professional profile set up so you come across like a professional. A platform that journalists often frequent is Twitter. And especially freelancers actually are very active on Twitter. And if you are a Twitter person, by all means go find the editors. You know, there are certain hashtags that you can look for, like journal request. It's very easy to track them down and sometimes they actually post queries, like they're looking for information on something. They're looking for projects, this or that. Sometimes that shows up on Twitter. I would say that if you're not already on Twitter, don't go on Twitter just to do that. I don't even do that. I occasionally go and check it out. But Twitter is like another big black hole that's going to suck up your time and energy. So if you enjoy it, then do it and just include the media and the editors into the people that you follow. Otherwise, forget about it.



### **Mirjam: (07:35)**

The last place that I want to mention is LinkedIn. And I'd say somewhat the same advice for this. If you are unlinked in, then try to connect with editors in a professional capacity. Right. Most of the editors that covers a lot of them are on LinkedIn. I have like hundreds of journalists friend on LinkedIn and I noticed that more and more of them start posting actual posts on LinkedIn about the work that they do. So I think that is up and coming. So if you are on LinkedIn, that's a platform that you frequently enjoy. Just include the media and everything that you do. I know Maria wants to talk about TikTok and it's definitely another place where you can do I don't necessarily see a lot of journalists, like from our space showing up there, but they may change. So let's keep an eye on it then. Lastly, I want to say whatever platform you are on, especially if it's Instagram or Twitter, use those keywords. We did a whole episode on this, it was episode 59. And just to be found more easily, listen to the episode and follow all the advice that's in there and then use those keywords in your social media. The second area I want to talk about is your website. And I actually say this is more important than your social media because most likely if an editor is considering you as a source, if they want to work with you, they are going to look at your website. So make sure that it's somewhat up to date. I know this is always difficult and we have episodes about websites as well. But if you want to make a good impression, if your website is five years old, the editor is going to be able to tell. If you don't have any current projects showing up in your portfolio, the editor is going to be able to tell and that's going to make you less attractive. So you want to have your website updated for everybody else too. But the media, you look at them as like a potential client media. They want to see your latest and greatest work on your website. They also want to know where you are located. And I see this missing. It's sometimes hard when you go on an interior designer's website. It's often quite difficult to figure out where they are actually located.





### Mirjam: (10:35)

So often you have to go all the way to like the contact and say, oh, wait, what state is this in? You know, what area is this in? And that may work for potential clients because they're usually in your area already. But when somebody from the media comes to your website, especially if we're talking national, they have no idea what state you're in, what city you're in. So if you can just add it in somewhere on your website so it's easy to find it, that would be super, super helpful. Obviously have your contact information there, have things that are have it be on brand. It is important that goes with making a good first impression. If you have any media coverage, show it off on your website and we'll get to this a little later. Because media like other media, so make sure you feature it on your website if you have it. And then also make sure that you have your basic SEO in place. And I know we have a couple of episodes on this and we can link to them in the show notes also. But it is important because often an editor say they're looking for an interior designer in Austin to contribute to a story. That's what they're going to put into Google. And if you don't show up, they're not going to be reaching out to you. So SEO is important in all areas of your work, not just for clients, but also for the media. So those are super, super basic things. But I see this going wrong a lot of the time. So if you are serious about wanting to be found, make sure these things are in place. The third area I want to touch on our events, because in reality, there's nothing more impactful than meeting a person face to face, and there's nothing more memorable. And it just so happens that the media attend a lot of events. I mean, the number of events an editor gets invited to is insane. I'm like, I don't even know how to get any work done. During the pandemic, it was definitely a little less there were more virtual events, but the same applies for virtual events. It's still somewhat of a meeting. So I would say I wouldn't go to an event just to meet the editors or the media that are attending. But if you go to High Point, if you go to Cabus, if you go to ICF, if you go whatever industry event or trade show it is, there are going to be a lot of media there.



### Mirjam: (13:05)

And just look at a calendar of events. Sometimes the media companies, they host events. You can go attend a lot of the events that are just happening. There will be media there, and maybe you'll overhear a conversation and you know, oh, I see this is an editor from X, Y and Z magazine. But then you actually have to take action. You need to go up to the editor and introduce yourself. You know, it's just super basic. I overheard you saying that your editor sue from House Beautiful magazine, I just wanted to introduce myself. I'm so and so from there and there and do this or that, just say that. That's all you have to do, okay? You don't have to have a 30 minutes conversation. Just introduce yourself so they know who you are. Because they may just remember you the next time they're working on something that might be your specialty or they're working on a story that might cover your geographic area. I know it might take you out of your comfort zone, but it's one of the very best ways to start getting the attention of the media. The same is true for local events. So if there are any showroom openings or whatever, nonprofit events, it's like often there will be media there and local, especially if it's any kind of showroom that opens in your area, usually the editors from the regional magazines, maybe the local paper, sometimes even TV you know, is going to be there. Those are all very good people to meet and just if they're there, just take 2 minutes to introduce yourself, okay? That's your job. Next event you go to, if there's a media person there, go introduce yourself then. The other really helpful place to engage in is trade associations. And we just actually did an episode on the benefits of trade associations, episode number 64. But if you are a member of ASID or NKBA Nari or whatever it may be, and especially if you take on any kind of leadership positions, it gives you added credibility and visibility with the media and it will probably provide you with opportunities, media opportunities, press opportunities that you would not get otherwise. So that's just one of the benefits and perks of engaging in trade associations. Then lastly, I want to talk a little bit about how being in the media gets the attention of the media.



### **Mirjam: (15:55)**

Because a fact is that getting press gets you more press. And I always say this, getting press is cumulative, right? It's like if a journalist sees you published in another medium, that makes you attractive to them because they know that you are motivated, that you're probably, you know, talented, produce good work. That's why you were featured. That also tells them that you are motivated to do PR, that you will likely follow through if they reach out to you, that you're probably responsive, that you hopefully have all the assets that they need. That professional, high risk photography, good information, you get it to them in a timely manner. It shows that you're a professional. It shows that you're a professional and that you are taking PR and getting pressed seriously. It also helps media are very competitive, right? That's why sometimes we talk about exclusive content for certain media outlets versus others, but they're very competitive. So if a competitor of theirs covers you. They're like, it piques their interest, right? It makes you attractive because they don't want to miss out on covering somebody who is a rising star and up and coming. So it definitely piques their interest. And I want to say don't discount small local publications or online placements because it all ends up being cumulative. And if you can use these places, let's go back to the website, right? If you get some of these smaller placements and you can add those logos and those articles to your website, if an editor from a larger magazine stumbles on your website, you'll see it's like, oh, you know, this person has so many media placements under their belt. Goes back to having the credibility and being motivated to do praise. This would be a good person to work with. Maybe I reach out to them and see what they have to offer. So a lot of these things sort of go hand in hand, but the idea is that you show up with your best self, your best business self. You show up and show them that you are ready and you have what they want. You make it easy for them to get the information, you make it easy for them to reach out to you and that definitely will increase your chances of being found. I am not promising you that you do even all of these things and next week an editor is going to knock on your door or send you a DM on Instagram and say, hey, I want to do a big feature on you.





### **Mirjam: (18:55)**

But it will help if and when they come across any of your information in any of these places. And being prepared and having these things in place will help you actually make it happen. And this is the very even this is the pre-foundation of doing PR. Like, this is all the things you have to have in place. And then if you get to the point where you decide you want to be proactive and do more, you'd be in a really good place to build on it. That's all I have for today. I hope you found this information helpful. If you liked it, please subscribe to our podcast or share this episode with a friend or a colleague of yours. We look forward to seeing you again next week on Designer Discussions.

### **Outro: (19:46)**

Are you ready to get serious about your marketing? We're opening the Designer Discussions Marketing Studio, a monthly series of in depth actionable content to guide your marketing, PR and business development. We want to help you transform your business and elevate it to work with your dream clients.

We hope you enjoyed this episode of Designer Discussions. What was your takeaway care to share your thoughts and tag Jason, Maria and Miriam on social media. You can find them on all platforms@designerdiscussions.com. Don't forget to like, subscribe and leave a review or comment for this episode. From wherever you are listening.



Listen on  
Apple Podcasts



Spotify

# DESIGNER DISCUSSIONS

DIGITAL MARKETING,  
PR & BUSINESS  
DEVELOPMENT



DESIGNERDISCUSSIONS.COM



DESIGN APPY