

Generating Leads by Connecting with Journalists on Twitter

Journalists live online these days. It is the perfect place for them to find stories and companies worth talking about. Find one or two journalists on Twitter that have developed a global reach on multiple news and media channels who are willing to talk about your business, and you get access to a free and potentially powerful public relations campaign.

Journalists are using social media networks more frequently to look for content worth reporting. The tools they use to do research and "listen" to the many conversations going on at a social media network are hashtags and keywords. This helps them discover industry experts (just like you), as well as breaking news stories. All you have to do is be in the same conversations (use the same hashtags and keywords), and your chances of being found by the media improve dramatically.

In other words, you let the journalists find you, rather than cold calling, cold emailing and cold direct messaging them. Those tactics almost never work. Journalists report what journalists want to report. You could knock on the virtual doors of 100 journalists who focus on your niche or marketplace and get zero replies. However, when these men and women hungry for new stories find you, and they reach out to you on Twitter, you are virtually guaranteed a spot on their news feed.

Not only that, but journalists have dozens, if not hundreds, of media channels outside of Twitter. They work with radio and television stations, as well as the largest online news websites. Connect with a journalist that wants to do a piece about you, your business, your products or your services, and this one relationship is capable of supplying an avalanche of targeted leads.

The first thing you need to do is start following journalists and media outlets that are relevant to your niche or market. Search for "your niche + journalists" on Google. A recent search for "tech journalists to follow on Twitter" delivered page after page of journalists specializing in technology that have a big presence and following on the Internet's second-largest social media network.

You could also head over to MuckRack.com. MuckRack markets themselves as "The new standard in public relations software. Easily search for journalist, monitor news, and build reports." Using that website, you can find those journalists and news outlets that are active on Twitter.

Press Pass, Twellow, WeFollow, and JustTweetIt are other simple tools to help you find media people. Simply enter the terms "journalist" or "editor" plus industry keywords. Once you locate 10 or 20 journalists you would like to connect with, start engaging with them.

Retweet their content. Favorite their tweets. Mention them frequently. Look at the keywords and hashtags they are using which are relevant to your market. When a journalist reaches out to you through a mention, retweet of your content, or direct message, ask them how you can help them with a noteworthy news story or breaking news about your company.