

Top media takeaway

Do one thing this week to make your business more media-friendly

Give your website a quick media check

1. Can journalists find a lead-in price easily?
2. Do you have high resolution pictures you can send on request or an image library the media can access? (And are you confident using Dropbox and WeTransfer for sharing high resolution images?)
3. From your website, how easily can the press discover exactly who to contact with a media enquiry?