

# Build Up Your Owned Content

**Why It Matters:** Building a robust library of content is essential. Media and influencers will scrutinize your past communications post-election, making it vital to have a clear, consistent message that reflects your company's values and vision.

## Action Steps



- ✓ **Invest in Content:** Produce high-quality articles, blog posts, whitepapers, newsletter articles, and videos that articulate your thought leadership and value proposition.
- ✓ **Future Focus Your Communication:** Ensure your content addresses long-term perspectives and issues beyond the election cycle.
- ✓ **Move the Needle on Social:** Lead the conversation where your social network is with organic posts and explore paid strategies, such as targeted LinkedIn ads, to reach key decision-makers and influencers.
- ✓ **Influence the LLMs:** Recognize that well-crafted content may shape how large language models (LLMs) represent your company in the future.

### Tips:

- *Think of your content as building a Wikipedia entry. It should be comprehensive and well-rounded, providing a detailed picture of your company.*
- *Diversify your content formats to engage different audiences.*



# Go Niche with Trade Publications

**Why It Matters:** Major news sites will be saturated with election coverage, often looking for political angles in every story. Targeting niche trade publications ensures your message is focused and relevant, engaging directly with your industry audience.

## Action Steps



- ✓ **Target Outreach:** Identify and engage with trade publications that specialize in your industry. These outlets are more likely to provide detailed coverage relevant to your expertise and value proposition.
- ✓ **Engage Strategically:** Develop tailored pitches that align with these niche publications' interests and focus areas, emphasizing your unique contributions and insights.

### Tips:

- *Build relationships with journalists and editors in your industry's trade publications.*
- *Provide exclusive insights or data to make your story more compelling to niche outlets.*

