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NEWSJACKING AS AN ALTERNATIVE TO A TYPICAL MARKETING STRATEGY

Newsjacking is a real time marketing. Newsjacking is the practice of taking advantage of current events or news stories in such a way as to promote or advertise one's product or brand [1]. Newsjacking is defined as the practice of leveraging trending and popular news stories to increase media milage. The term itself was popularized in the book "Newsjacking: How to Inject Your Ideas into a Breaking News Story and Generate Tons of Media Coverage" by Marketing and PR Expert and bestselling author David Meerman Scott [2]. In our world, news is breaking every second and marketers have a chance to benefit from it. More and more, marketers are using newsjacking to create a tidal wave of traffic around their brand.

According to S. Burke there are two types of Newsjacking. The first is educational in intent. In this context, the marketer is utilizing a trending topic in order to create content that works to educate their audience in a more entertaining, relatable and interesting way. The second one is Newsjacking for publicity and entertainment purposes [3].

A marketer should follow the next three rules to effective Newsjacking [3].

- 1) *Choose the right news story.* You can't Newsjack every story. You can't Newsjack most of them actually. That's OK. Just keep an eye on the trends, know your brand well enough to know what works and what does not, and do not force it.

2) *Be timely.* David Meerman Scott suggests that the right time to Newsjack is just before the story gains momentum and journalists start searching for more information.

3) *Think Critically.* This is where most brands seem to fall down on. You need to learn to be critical about what your stories are.

If you want to succeed in this area, then you should:

1) *Pay attention to your site.* When people view your newsjack, they may stick around on your site for a while afterward, discovering more of your content.

2) *Enhance the range of social reach.* Every event has a hashtag these days. Many outlets turn to Twitter to catch reactions and context. Promoting content using hashtags others are tweeting with will to maximize your reach.

3) *Add variety to your content strategy.* You should focus on news happening around the world as it may provide a number of ideas which will help you to improve your site.

4) *Keep your brand involved in current conversations.* Monitoring what is being said online is an opportunity to react and engage. Using a monitoring create alerts for important keywords in the news or on social media.

The flipside of being bold is necessary. Poor newsjacking can bring major PR blunders on social media. Tragic stories often dominate the news. Obviously, brands attaching themselves to these situations must exercise caution.

Newsjacking can be a fast and easy way to generate attention for your brand. The key is to use tools that help you listen closely to the web and social media for the right opportunities, as well as help you react quickly.

References

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