

6 Steps to make the most of your funding news

A PR and marketing checklist to guide you beyond the shark tank

ABC has made TV gold out of the stressful pitch founders make to win over investors. But “Shark Tank” doesn’t let viewers in on the secret to promoting the news of a major investment once the funding is secured.

Follow this checklist to set your marketing plan and amplify the impact of this milestone-moment:

- ✓ **Build a PR and marketing program early.** By establishing contacts through thought leadership, guest blogging, social media outreach and networking events, you’ll create a foundation you can build on when it’s time to promote your funding news.
- ✓ **Create a timeline.** Your media relations, content marketing and social media efforts need to align so your audiences learn about the funding and its implications at the right time. Align all your teams with a comprehensive timeline.
- ✓ **Media train your spokespeople.** Write an FAQ your spokespeople can use to make sure they’re sharing the right numbers – *and the right messages*. Train them not only on what to say and what to hold back, but also on how to become a go-to resource for journalists.
- ✓ **Get employees on board.** This is a big moment for your whole team. Invite staff to pitch in by sharing social media messages and images that you’ve created internally.
- ✓ **Remember the people who got you here.** This is a great moment to thank your customers and partners – *which you should do when you share the news with them*.
- ✓ **Repeat.** Put your best PR and marketing effort behind every round of funding to capitalize on momentum and use it to fuel hiring, lead generation and other strategic business goals.

Need help with a communications strategy for your next round of funding?

[Get in touch with the Metis team.](#)