Mastering Newsjacking Content: The Ultimate Strategy for Timely and Relevant Communications

Imagine increasing your brand's visibility, establishing yourself as a thought leader, and engaging a wider audience simply by staying abreast of current events and trending topics in the news cycle and leveraging their popularity to increase your own. Newsjacking is one of the latest communications strategies, and it does just that.

In this blog post, you'll discover the ins and outs of newsjacking as a content strategy, including how to identify opportunities, how to create engaging newsjacked content, how to distribute and promote newsjacked articles, and finally, how to measure the success of your efforts.

Many brands today are using this tactic and you can too. It's all fair game. Let's dive in!

Understanding Newsjacking: The Basics

Newsjacking involves weaving your brand into a news story that's captured media attention. It's an effective marketing strategy because it allows you to:

- Quickly react to breaking news stories
- Create timely and relevant content
- Engage your current followers and attract new ones
- Boost your brand's visibility

But how does it work, and why is it so effective?

Definition and Purpose

According to David Meerman Scott, who coined the term, newsjacking is "the practice of capitalising on current events or news stories to further promote or advertise one's product or brand." Embedding your brand into a trending news story can result in publicity, increased brand recognition, and elevated domain knowledge.

Newsjacking provides an opportunity to tap into the momentum of media reports and popular discussions, keeping your brand top-of-mind for your audience. It tells your story at a time when stories are being read. And that matters.

How It Works

Newsjacking lets you jump on events and trends in the current news cycle to propel your brand forward. The newsjacking process includes the following steps:

1. Monitor breaking news and assess its relevance and risk to your brand.
2. Act quickly to capitalise on the news story while your input is meaningful.
3. Showcase your distinctive viewpoints, commentaries, or domain knowledge.
4. Craft content that engages your audience and matches your brand's tone.

Why is Newsjacking Effective?

Newsjacking has proven effective because it leverages public interest to increase visibility of your brand. It helps you engage with your audience at an opportune time and in a pertinent way. And, it's very cost effective brand marketing. By swiftly reacting to breaking news stories and offering unique insights, newsjacking can position you as a thought leader in your industry niche and generate widespread media coverage for your brand.

Identifying Appropriate News Stories for Newsjacking

To identify opportunities for newsjacking, you must stay abreast of breaking news, track social media trends, and evaluate each story's relevance and risk to your brand. This helps ensure your newsjacked content aligns with your brand marketing and avoids backlash or controversy. In other words, prudent judgement is important in selecting the right story with which to align. You don't want your efforts to result in negative attention.

So, how can you find the perfect opportunity and create content that resonates with your followers?

Monitoring Breaking News

Keeping tabs on breaking news is vital for successful newsjacking. Google Alerts and Google Trends are great examples of tools that can help you track trending stories and relevant keywords, while Twitter is a great example of a platform that can keep you updated on current events and conversations.

By simply setting a few notifications and alerts, you can stay informed. These tools can be your filters helping you quickly spot opportunities for newsjacking and create timely, relevant content that can attract the attention of not only your current followers but new audiences as they consume news.

Follow Social Media Trends

With their abundance of information on trending topics and discussions, social media platforms serve as invaluable resources for newsjacking. By following trending hashtags that

are relevant to your industry and carefully monitoring social media trends, you can stay informed about the latest news on these platforms as well.

Additionally, regularly engaging with your followers on social media (instead of just trying to increase the number who "follow" you) can help gauge their interests and preferences, ensuring that your newsjacked content is relevant and appealing to your target market. The ultimate goal is to identify potential opportunities to insert your brand voice.

Creating Engaging Newsjacked Content from a Breaking News Story

Once you've identified a newsjacking opportunity, it's time to create engaging content that aligns with your brand's voice and offers unique insights. To ensure that your newsjacked content stands out from the crowd, consider implementing the following strategies:

Aligning with Brand Voice

Your newsjacked content should draw attention to your brand's broader messaging and persona. By carefully selecting news stories that reflect your brand's values and crafting content that maintains a consistent brand voice, you can create newsjacked content that is authentic and engaging.

Consider the example of Netflix, known for its humorous and light-hearted content. At any given moment, a tongue-in-cheek reference to a news item on their Twitter feed would be consistent with their brand voice and likely resonate with their audience. And it's not time consuming or resource draining for their everyday business.

Crafting Attention-Grabbing Headlines

The headline of your newsjacked content is the first thing your audience will see, so it's vital to make it captivating and attention-grabbing. Use powerful language, incorporate relevant keywords, and create a curiosity gap to entice your audience to read more.

A compelling headline works to your advantage. With a successful newsjack, your article will be shared and engaged with instead of being lost in the infinite sea of information on the internet.

Incorporating Visuals

Visual elements come in many forms–including images, graphics, charts, and videos–and are fundamental to enhancing newsjacked content. Most people are visual learners, so visuals help tell your story, evoke emotions, and reinforce your message. They also help readers process information quickly.

By incorporating visuals, you can elevate the visibility and shareability of your newsjacked content, increasing brand awareness and engagement.

Offer Unique Insights and Expertise

To stand out from competitors, it's important to offer unique insights and expertise when newsjacking. You can't just jump into a conversation with an "I agree" type comment. Instead, find an authentic way to be an active participant. This can establish your brand as a reliable and authoritative source in your field and provide valuable commentary or solutions related to the current trending topic.

By offering a distinct perspective or angle on the news, you can tell your story, differentiate your business and brand from others, and position yourself as an industry thought leader.

What's unique about your brand? This is your opportunity to explain.

Be Timely and Authentic

Promptness and genuineness are key to successful newsjacking. By acting quickly on news and maintaining authenticity in your articles, you can demonstrate that your brand is genuinely engaged and not just trying to capitalise on a trend. It really works to your advantage.

The point is to ensure that your content accurately reflects your brand's core values and is in line with the overall marketing strategy of your business as developed by your marketing team.

Understand Your Audience's Perspective on the News Story

In the same way, understanding your audience's perspective is also essential when creating newsjacked content. If your audience isn't interested in your message, why waste your time (or theirs)? Tailor your story to their interests, preferences, and needs to ensure it resonates well.

## Distributing and Promoting Newsjacked Content

Upon creating your newsjacked content, it's time to share it for optimal impact. You can increase visibility and engagement, and, ultimately, the success of your company by effectively distributing and promoting it.

Leveraging Social Media

Platforms like Twitter, Facebook, Instagram, LinkedIn and others will help your company gain momentum for the story you are trying to tell, in essence creating your own original ad.

These easy-to-access social arenas offer an ideal space for showcasing your brand's engagement (through the conversation you've entered via newsjacking) while, at the same time, providing the opportunity to interact with any who like, follow, or comment on your efforts. By using relevant hashtags and participating in other related trending conversations, you can increase the visibility of your content as well. The momentum from one conversation carries over into another.

Finally, social media can also help you monitor the success of your story, allowing you to track engagement with your company and refine your strategy for future campaigns.
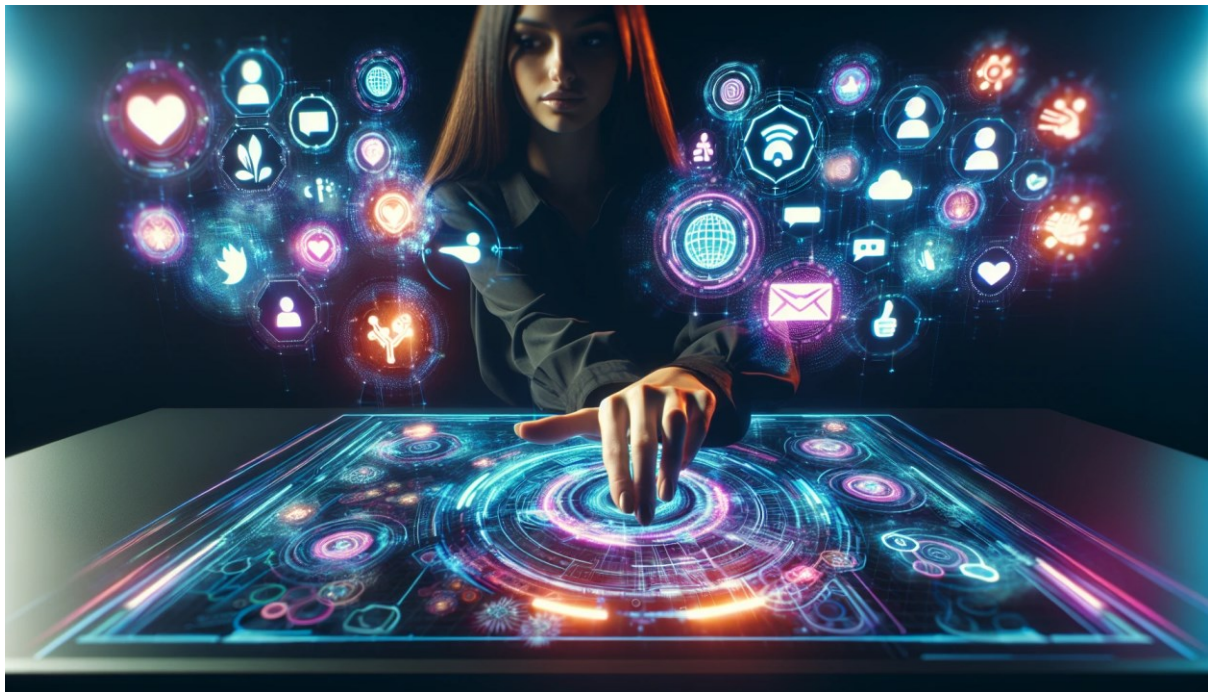
Targeted Outreach

Targeted outreach involves identifying journalists and influencers who cover relevant topics and pitching your newsjacked content to them for potential promotion or collaboration. Building relationships with these key contacts can increase the likelihood of the work of your company being shared. After all, the overall point is to increase brand exposure and credibility.

In addition, targeted outreach allows you to have a broader scope beyond your existing followers, maximising the impact of your work.

Measuring the Success of Newsjacking Campaigns

Optimising the newsjacking campaigns of your company is key to comprehending their effectiveness and fine-tuning future marketing strategies. You can gain valuable insights into your content's performance and identify improvement areas by tracking key metrics, such as engagement, reach, and conversions.

So, what should you be tracking, and how can you learn from the results?

Key Metrics to Track

For gauging the success of your newsjacking campaigns, some of the primary metrics to track include:

- Social media engagement
- Website traffic
- Brand mentions
- Conversions from your newsjacked content

Monitoring these metrics can help you identify patterns that will inform the future newsjacking of your content teams by simply analysing the data.

Learning from Results

Once you've analysed the data, use the newfound knowledge to your advantage. The results of your newsjacking campaign will help you identify what worked well and what should be improved. By learning from your successes and failures, you can refine your strategy and achieve better results in the future. Consider:

- What aspects of your content resonated well?
- How effectively did the content align with your brand's values?
- Did you capitalise on a trending topic?

This information allows you to adapt your approach and make your future efforts more efficient.

Real-Life Newsjacking Success Stories

Some examples of real-life newsjacking will show this strategy's potential impact and benefits when executed well. Brands that have leveraged current events in their marketing efforts have seen increased brand exposure, engagement, and, in some cases, even viral success with a much wider market area.

Let's look at some of the most notable newsjacking triumphs in the context of a breaking news story.

Oreo's Super Bowl Blackout Tweet

Oreo's timely and clever use of Twitter during the 2013 Super Bowl blackout is a classic example of successful newsjacking. When there was a power outage in the stadium, Oreo's social media team quickly crafted a tweet that read, "Power out? No problem. You can still dunk in the dark." Orea went viral on Twitter, resulting in widespread coverage and increased brand awareness.

Oreo's quick thinking and ability to capitalise on an unpredictable event showcase newsjacking's power.

Other Brands' Newsjacking Triumphs

Other brands have also achieved newsjacking success by capitalising on current events. Here's two quick examples. During the 2018 World Cup, Visa incorporated real-time match updates into their marketing campaign while Aviation Gin cleverly responded to a controversial Peloton ad with a tongue-in-cheek video featuring the same actress. These examples showcase the power of newsjacking in capturing attention and generating substantial news coverage, proving that it can be a valuable marketing strategy when executed correctly.

Pros And Cons Of Newsjacking

Like any communication strategy, newsjacking carries both perks and drawbacks. Executing well can increase brand exposure, engagement, and even media coverage. However, there are potential disadvantages, such as backlash or controversy if the content is inconsistent with your brand's values or is seen as inappropriate or insensitive.

Summary

In conclusion, newsjacking presents significant benefits, including amplified brand visibility, enhanced SEO, and the chance to produce relevant, topical information in a blog post that captivates those following your business or organisation. When done correctly, it can help your brand stand out from the competition and generate buzz around your products or services.

Newsjacking can be a powerful awareness tool, but it requires careful planning, execution, and monitoring to ensure its success.

A simple tweet at the right time can go a very long way. By understanding the basics of newsjacking, identifying opportunities, creating engaging content, and distributing and promoting your content, you can ride the current news wave to boost your brand's reputation and reach.

Why not try newsjacking and see its impact on your brand's marketing success?