Build relationships with journalists

POWERED BY BIG DATA

Search  Monitor  Pitch  Media Lists
Find relevant media contacts by tweets or news articles

your brand, competitors, or any industry keywords… Search

1 Billion
Real-time and historic tweets from the media since 2006

PLUS

200 Million
News articles from the whole web, in all languages, from all countries

FROM

1 Million
Media contact profiles around the world
Example

**Goal:**
Find out all the journalists and media outlets that might be interested in covering my business, say Uber.

**Solution:**
Step 1: Make assumptions
*Journalists and media outlets that have tweeted or wrote about Uber related topics might be more likely to cover my business.*

Step 2: List the keywords
*Uber, Ubercab, Travis Kalanick, Lyft, Sharing economy, car sharing…*
Step 3: Search Anewstip

1) Search Anewstip for journalists that have tweeted about one of the keywords above in the past month, let’s try a competitor name, “Lyft” : http://goo.gl/oyJCyR
Step 3: Search Anewstip

2) Search Anewstip for journalists that have wrote about one of the keywords, let’s try the name of Uber founder, “Travis Kalanick”: http://goo.gl/XmWxK9
Tips

Use advanced search to get more powerful search features:

For tweets search
http://anewstip.com/search/tweets/advanced/

For news articles search
http://anewstip.com/search/articles/advanced/
Monitor Tweets & News Articles

Receive Email alerts for new tweets or news articles from journalists that mention your keywords. So you can keep up with what’s happening and discover new media contacts.

140,000+

Media Twitter accounts’ Tweets since 2006

PLUS

1 Million+

Journalists and outlets’ news articles

All updated in nearly real-time.
**Goal:**
Email me when a journalist mentions anything related to my business (Uber) in a tweet or news article, so that I can respond to it timely when necessary.

**Solution:**
Step 1: Plan the keywords to follow:
*Uber, Ubercab, Travis Kalanick, UberEATS, UberPOOL...*
Step 2: Create the Anewstip alert
Create an alert on Anewstip to monitor Tweets or news articles that contains the keywords from all the media contacts: http://anewstip.com/alert/create/

Alert Setting
- Keywords: Uber
- Deliver to: steve.evans@anewstip.com (verified)
- Alert name: Anewstip Alert: Uber
- How often: At most once an hour (Pro feature)

Alert preview
- Tom Haynes, Journalist
  - Anchor - FOX 5 News at 5 & News Edge at 11pm
  - @TomHaynesFox5
  - Related tweets:
    - Seattle lawmakers set to vote on allowing Uber, other drivers to unionize bit.ly/1Qgehox #fox5atl

- Andrew Banks, Journalist
  - The secret online Twitter account of the Night Editor of Australia's #1 news site, aged 41 3/4. #StandingUpTryingHarder
Done.
Receive email alerts when there are new relevant Tweets or news articles. Then you can send a Twitter reply, or connect him/her via the email or phone number we provide.
Pitch Journalists

Pitch journalists with personalized content

1 MILLION
Email addresses & phone numbers from the media

TRACK
Track how your pitch performs

PERSONALIZE
Insert name to make your pitch personal
Example

Goal:
Send a news tip to all the journalists in my media list.

Solution:
Step 1: Start a new pitch: http://anewstip.com/pitch/
Step 2: Choose the media list to send the pitch

Select recipients:
- Quantified Self
- KPMG
- Journalists that have tweeted a...
- Lyft
- Car sharing
- Uber

Enter emails manually: (separated by commas)
Step 3: Add personalized content to the pitch, like journalist name to make the pitch feel more personal.

To: Uber
From: Steve Evans
Reply to: steve.evans@anewstip.com (verified)

Subject: Hello from Uber

Hello {{first_name}},

I saw you mentioned Uber on Twitter recently, so I think you might be interested in getting connected ...
Done.
View pitch history and track which journalists have opened the pitch.

<table>
<thead>
<tr>
<th>Pitch history (10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
</tr>
<tr>
<td>Hello from Uber</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recipients (132)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media list</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Media Lists

Manage media contacts using in media lists

**Add**

Add media contacts to media list individually or in bulk.

**Export**

Export all data in a media list as .xls file.

**Alert**

Monitor tweets from all the contacts in a media list.

**Pitch**

Pitch all the media contacts in a media list in bulk with personalized content.

<table>
<thead>
<tr>
<th>List name</th>
<th>Members</th>
<th>Creator</th>
<th>Type</th>
<th>Date updated</th>
<th>Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ride-share</td>
<td>19</td>
<td>Steve</td>
<td>Private</td>
<td>15 Mar 2015</td>
<td></td>
</tr>
<tr>
<td>Uber</td>
<td>141</td>
<td>Steve</td>
<td>Private</td>
<td>15 Mar 2015</td>
<td></td>
</tr>
</tbody>
</table>
Add media contact to media list from search
- Export all data as .xls file.
- Alert: Monitor Tweets by all the journalists in the list.
- Pitch: Send group pitch to all the journalists in the list.

### Uber

Journalists that have Tweeted about Uber

<table>
<thead>
<tr>
<th>Journalists (141)</th>
<th>Outlets (0)</th>
<th>Twitter updates</th>
<th>Private list</th>
<th>Pitch</th>
<th>Alert</th>
<th>Export</th>
<th>Copy</th>
<th>Edit</th>
<th>Delete</th>
</tr>
</thead>
</table>

**Ben Fischer**

Reporter @ New York Business Journal

Fischer is a Reporter and covers Technology, Biotechnology, Healthcare, Media and Advertising for the New York Business Journal. He prefers to be contacted between 3pm to 6pm on weekdays. He says, "I am mostly interested in companies based in New York or with major strategic interest in New York." He is interested in Banking, Business, Technology, Real Estate, Building & Construction, Entrepreneurism, Healthcare.

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Added from tweets search: uber
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✓ Searches might be rate limited
✓ 2 email alerts
✓ 2 media lists

PRO
✓ Detailed contact profiles
✓ Unlimited tweet searches
✓ 500 news articles searches per month
✓ 10 email alerts
✓ 10 media lists
✓ 250 email pitch points per month

PRO PLUS
✓ Detailed contact profiles
✓ Unlimited tweet searches
✓ Unlimited news articles searches
✓ Unlimited email alerts
✓ Unlimited media lists
✓ 1000 email pitch points per month

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