

MUCK RACK

CASE STUDY

LEARN HOW GOLIN, AN INTEGRATED AGENCY WITH PR, DIGITAL AND CONTENT AT THEIR CORE, USES MUCK RACK TO:

GOLIN

- Curate powerful, targeted media lists for clients.
- Monitor mentions of clients and competitors using Muck Rack Alerts.
- Measure the connectivity and engagement of a given press hit with Who Shared My Link and Coverage Reports.

AFTER USING MUCK RACK, EXECUTIVE DIRECTOR STEPHANIE MATTHEWS SAYS:

“I’ve been using Muck Rack for six years. It’s one of the best tools in the business.”



ABOUT GOLIN:

Golin is an integrated agency with PR, digital and content at their core. With 50 offices throughout the Americas, EMEA and Asia, their ambition is to create change through brave, relevant work worthy of awe, action and awards. By embracing new technologies and pushing creative boundaries, Golin helps clients adapt and win in a constantly evolving world.





IN THEIR OWN WORDS:

Golin's Favorite Muck Rack Features



MEDIA MONITORING AND ALERTS

After being a news producer for 15 years, I switched to PR by joining Golin six years ago to run The Bridge, our connected network of newsrooms across the globe. Our goal is to “bridge” conversations and coverage, making our clients part of the news cycle, and major stories, day in and day out.

News happens all day long. Based on my experience in journalism, I knew that about half of my day was spent looking for stories online and searching Twitter, knowing it was a huge source for where journalists were finding content. I saw Twitter as an untapped place to find stories, and so does Muck Rack. I knew I needed a way to receive alerts all day long to keep up with the news. We did a Muck Rack demo early on, and were able to turn up all sorts of opportunities that were easy home runs for our brands.

We use Muck Rack Alerts to monitor client names, products and focus areas and those of their competitors to find opportunities on social media and in articles. Of course, we take advantage of the low-hanging fruit like when we receive an alert that a journalist has mentioned our client by name, but Muck Rack helps us to find the less obvious opportunities to make ourselves part of a story. Muck Rack Alerts help us find unexpected brand fans and reporters we may not have initially put on our list because of their broad coverage areas and massive dataset. Reporters are people too. It's about finding just the right keywords to discover journalists who may not have been on our radar before. We may not gain coverage right away, but through Alerts, we find people who are receptive to our messages, and can use that as an opportunity to forge a human connection and start building relationships.

Take this example from our work with a big pet brand. We'd targeted and pitched a specific reporter many times without gaining traction. After we saw on Twitter that her cat knocked her computer off her desk, we sent her a package of cat toys and a note saying we hoped the toys would keep her cat occupied. This helped us to build a relationship, and since then, this reporter has covered many of our stories. This interaction helped forge a true relationship.

Muck Rack Alerts also help us stay on top of media coverage as it happens. We once put a leash-trained cat on the runway at Fashion Week, but didn't announce it beforehand. Within 15 minutes of the show ending, we were able to identify every journalist in the front row who tweeted about the cat. We then followed up with each directly, and instantly saw the coverage shift from “What is this cat doing?” to the brand's messaging about why there was a cat on the runway. The story, and the brand's messaging, got picked up in dozens of publications, most notably, the Associated Press and Huffington Post.



COVERAGE REPORTS AND WHO SHARED MY LINK

One of the key pieces of our media strategy focuses not just on impressions, but the connectivity and engagement of a story. I see it as the new frontier of PR. Say for example a story gets picked up by The New York Times -- where does it go from there? If this journalist shares that story, how many other important people are going to see that story? That's connectivity, and it's an important metric we measure.

That's why we so often use Muck Rack's Who Shared My Link tool to see which journalists interact with a given press hit. To me that's the hidden secret of Muck Rack looking beyond impressions to focus on which stories are getting shared more by journalists.

WANT SIMILAR RESULTS FOR YOUR BUSINESS? **WE'D LOVE TO SHOW YOU HOW MUCK RACK WORKS!**

VISIT [MUCKRACK.COM](https://muckrack.com) ►



Five Fast Questions

WITH STEPHANIE MATTHEWS, EXECUTIVE DIRECTOR, GOLIN

1. IF YOU HAD TO EXPLAIN HOW YOU USE MUCK RACK TO SOMEONE IN A 140-CHARACTER TWEET OR A 10-SECOND SNAPCHAT STORY, WHAT WOULD YOU SAY?

"Muck Rack lets me keep my finger on the pulse of what's happening in the journalism world and connect with reporters in meaningful, relevant ways."

2. WHAT WOULD YOU TELL OTHER COMPANIES CONSIDERING USING MUCK RACK?

Muck Rack is one of the best tools in the business right now. It's a cost effective way to do all sorts of things beyond just receiving Alerts. I've been so pleased with all the different applications and improvements Muck Rack has made since I started using it six years ago.

3. HOW HAS PR CHANGED IN THE PAST SEVERAL YEARS? HOW HAS MUCK RACK HELPED YOU KEEP UP?

I'm a news junkie, and I love this stuff! Part of the reason I accepted my job at Golin was because I get to keep a toe in the news waters. One of the things that's changed most over the years is the news cycle and integration of social and traditional media. The public doesn't know the difference -- they just know that a story is out there. There's been a shift in PR to tell stories and put them in a lot of different places for people to be exposed to and discover. Focusing on the narrative aspect is what I am most excited about -- telling stories and finding ways for them to live in different forms of media, via social media or a reporter or an influencer. I'm excited about getting clients to break away from pre-manufactured calendars of when to tell stories and instead understand that we need to tell those stories when they are most relevant and timely.

4. HOW WOULD YOU DESCRIBE YOUR EXPERIENCE WITH MUCK RACK IN THREE WORDS?

Timely, Nimble, Smart

5. WHAT WOULD YOUR JOB BE LIKE IF YOU DIDN'T HAVE MUCK RACK?

A lot more manual, that's for sure. Muck Rack Alerts relieves much of the anxiety I get about not being connected all the time. Because of Muck Rack, I don't have to be Googling, searching and watching TV all the time to know what's going on. Muck Rack Alerts will help me pick up news that I might miss while in a meeting. It gives me peace of mind that I'm not missing the important things.

"When PR pros see all the things Muck Rack can do they will become believers."

— STEPHANIE MATTHEWS, EXECUTIVE DIRECTOR, GOLIN

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VISIT [MUCKRACK.COM](https://muckrack.com)

ABOUT MUCK RACK

Find the right journalists for your story, send customized pitches, collaborate with your team, and quantify your impact with Muck Rack, the powerful, easy-to-use PR software platform.

Muck Rack enables you to discover the best journalists to pitch on any story based on their profiles in our extensive media database, or through our comprehensive search engine covering the articles they've written and the content they share on social media. Build precisely-targeted media lists that are automatically kept up-to-date, saving you from the burden of legacy media databases or manually-updated spreadsheets. Measure your impact with Muck Rack's reporting and graphing features.

Used globally by Fortune 500 companies, brands and agencies as an essential component of their communications strategy, Muck Rack enables public relations professionals to accomplish more and prove their impact.

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