How Web3 Projects Get Free Press In 5 Simple Steps (Even in a 🐻)

The easiest way to get your project's name out there, gain trust and credibility, and ultimately increase your sales is to put together a compelling press release and get published in your niche. When your project involves a direct-to-consumer product (NFT, subscription, etc.), connecting with journalists and showing them the value of publishing your press release will be your best marketing strategy.

The Value Of Getting Published

#1 More Readers = More Sales

The best use of your marketing efforts, time, and dollars will be getting publications to write articles about you. Getting published by a publication with a bigger audience and wider reach than you currently have will lead to more eyes on your project than you ever could on your own. More eyes on your project naturally leads to more sales.

#2 Instant Credibility

It's no secret there's a lack of trust between users and web3 projects. Being able to establish, even a small, level of credibility by getting published is insanely valuable for your project. Getting published helps you establish instant credibility because people will know who or what you are associated with before they read your article.

#3 Article Snowball Effect

The minute you get an article published, even if by a smaller publication, it becomes easier to get published on other publications. One article snowballs into another and another and another… (you get the idea). The more articles you have published, the more reach you will have, the more sales you will get. However, the ball will not start rolling until you get through the grind of getting those first couple articles published.

NOTE: Don't buy publications. It's not necessary and it is not a good strategy or use of your money. It's scammy when a web3 project purchases press. It can and should be done organically.

How To Get Published

Step 1: Locate Writers In Your Niche

Identify the publications and journalists that you are wanting to pitch. The best way to do this is to find the niche you want to pitch in and go look at articles in that niche. Write a list of journalists who are writing those articles. It's important to take note of what they are interested in writing about, because you can use that to your advantage when reaching out to them and in writing up the pitches you send to them.

Step 2: Approach Journalists The Right Way

Journalists and writers are human beings, just like you. You should treat them as such even when you are reaching out to several per day. A personal approach is always a winner. One great way to ensure you are getting the job done whilst being human is to use a setting script sprinkled with personal elements. Follow them on Twitter, give them a compliment on a recent article, and find common interests.

Step 3: Highlight what is unique about the project

If you forked a project or launched another PFP NFT project and are trying to get press… chances are it's not going to happen because it's not interesting. Focus on what you do differently, how you are unique, what problems are you solving for the users, what value are

you bringing to the marketplace. They care more about your users, not as much about your token holders.

Step 4: Share Clear + Concise Pitches

The job of a publication is to provide valuable, accurate, and interesting content to their readers. The purpose of your pitch is to show journalists how your web3 project can help them write an entertaining, interesting, and informative piece. Because of the vast number of pitches journalists receive, it's best to keep them clear by using simple language and concise by using only 300-500 words. And please don't go crazy on web3 lingo.

Step 5: Be Persistent + Consistent

While it's somewhat easy to capture most journalists' attention, they do get their inboxes flooded on a regular basis. It can be very easy for your message to get lost in their inbox. Never take this personally. Assume they genuinely did not see your message or simply forgot to respond in the middle of a hectic moment. Take emotion out of it and kindly follow up on a regular basis. Set a goal for how many journalists (ideally about 10-15) you will reach out to every day and follow through.

NOTE: On average, web3 journalists publish 1-2 articles per day from pitches they received. This means the hit rate = every web3 writer you speak with will be picking up 1 pitch everyday.