

USE WITH
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Resources To Use For Publicity, PR and Connecting With Influencers

1. MUCK RACK (www.muckrack.com)

This site includes databases of journalists with all types of specializations that you can search to see who might cover your region or industry. It is developed for PR professionals so there is a cost to use the platform.

2. HARO (www.helpareporter.com)

This is an online platform that journalists can use to find sources on any stories they happen to be working on. As a business owner, you can sign yourself up as an expert source and then receive daily emails with queries from journalists seeking interview sources or contributions to sites. It is a great way to see what stories are trending, how your expertise may be relevant and to generate actual media attention for your business.

3. PODCAST BOOKERS (www.podcastbookers.com)

A booking service to help you become a guest on podcasts and get interviewed, created by Duct Tape Marketing founder John Jantsch.

4. INTERVIEW CONNECTIONS (www.interviewconnections.com)

A platform that lists many different shows and opportunities to generate PR.

5. RADIO GUEST LIST (www.radioguestlist.com)

A platform that lists many different shows and opportunities to generate PR.

6. INFLUENCE & COMPANY (www.influenceandco.com)

A content marketing agency that works with experts who have an interesting perspective to share and helps to create content and place articles as well as to generate valuable thought leadership to share your perspective.

7. KLEAR (www.klear.com)

One of the leading influencer marketing networks with a current client list that includes most large brands and agencies.

8. ACTIVATE (<https://try.activate.social/>)

Another influencer marketing platform with a robust software analytics platform and wide list of influencers in a variety of categories.



Is this list missing something?

These resources are continually updated. To make suggestions for us to add to the next edition, let Rohit know by emailing rohit@nonobviouscompany.com!