




WHAT CAN MUCK RACK DO FOR YOU?

Smarter PR with powerful, easy-to-use software

MUCK RACK
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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





Maintaining a positive public image is essential for the survival of any company or brand. A positive public image helps increase confidence in the organization among key stakeholders, current customers, and prospects.

Most businesses hire public relations managers for this purpose. The role of public relations management in an organization goes far beyond publicity. It deals with the all-important practice of managing communication between the organization and its various publics to shape and maintain its image.

PR managers must monitor media, put out compelling stories, and have access to a range of journalists, editors, and producers to achieve a high success rate and keep an organization's public image positive. Traditionally they would achieve such objectives by maintaining spreadsheets and legacy media databases, which require manual updates and shares. They would also have to search for contacts using various sources and use several tools and platforms to stay organized.

With Muck Rack, those days are gone.

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

WHAT IS MUCK RACK?

Muck Rack is a one-stop solution for PR management, designed to help business owners get more visibility for their business and maintain a positive public image. The Muck Rack mission is to "enable organizations to communicate effectively by creating the best PR software platform."

This powerful, easy-to-use PR software platform is used globally as an essential communications strategy component by Fortune 500 companies, agencies, and brands. Some of the most notable names in business that use the platform include:

- Pfizer
- Penguin Random House
- Taco Bell
- Kauffman Foundation
- Golin
- International Committee of the Red Cross
- Knight Foundation

Muck Rack boasts an extensive media database that contains journalist profiles with a comprehensive search engine that includes articles and social media content. It allows PR managers to build targeted media lists that are automatically updated, doing away with the need to update spreadsheets and maintain legacy media databases manually. It also provides in-depth reporting and graphing features to help measure business impact.



HOW MUCK RACK CAN HELP PR PROFESSIONALS

Muck Rack enables PR professionals to accomplish more while improving their impact by allowing them to:

- Pitch story ideas straight to journalists
- Take advantage of real-time media monitoring concerning their organization, clients, and competitors
- Receive alerts about new opportunities or crises
- Track the success of their campaigns
- Generate reposts to share with colleagues and clients

HOW MUCK RACK CAN HELP JOURNALISTS

Muck Rack enables businesses to discover the best journalists to pitch on any story. Journalists can use Muck Rack to:

- Build a portfolio
- Get verified in the Muck Rack authoritative directory
- Track the impact of their work
- Find news updates about colleagues
- Search career opportunities

WORKING TOGETHER TO BUILD MEANINGFUL RELATIONSHIPS



PR management revolves around effective communication and cooperation. For an organization to maintain a positive public image and build trust among its various publics, a PR manager needs to organize and orchestrate communication between employees, management, media, stakeholders, and customers or clients. Muck Rack streamlines these tasks and makes the job much more straightforward.

Muck Rack's state-of-the-art cloud-based PR solution enables public relations teams to work together to find the best journalists for customized pitches and stories. It also allows PR teams to build meaningful relationships with the media while monitoring news and quantifying impact.



KEEP TABS ON YOUR COMPANY WITH EFFECTIVE MEDIA MONITORING

Media monitoring is the act of tracking, watching, and listening for conversation and media coverage regarding an organization, industry, competition, or other topics related to a specific line of work.

It's in every organization's best interest to monitor the media for stories about the company, employees, competition, and industry as a whole. Monitoring the media is one of the most critical tasks in PR management and one of Muck Rack's main features.

WHY IS IT IMPORTANT TO MONITOR THE MEDIA?

In this age of technology, news spreads through cyberspace like digital wildfire. There's no time to miss out on announcements about your competition, developments in the industry, or a breaking news story about your organization that can drastically impact its reputation or bottom line. But how can one keep up with the vast landscape of digital media where information travels faster than the speed of light?

The answer is simple: a cohesive monitoring plan. Employing a comprehensive media monitoring setup helps PR professionals seek out potential risk or reputation issues. It also allows them to identify and better understand target audiences, influencers, and detractors. It tracks the progress of PR campaigns and media coverage in real-time so that PR professionals can measure the success of their efforts as well.

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.

GET A FULL VIEW OF YOUR BRAND'S MARKET

The only possible way to get a full view of a brand's market is to continuously scan for mentions across every channel where their audience might engage. Muck Rack monitors online news, print news, and social media. It delivers alerts to an inbox faster than Google and provides coverage reports that show who's behind the story, the impact the story had, and a sense of where the information has been shared. It delivers this data in easy-to-read, aesthetically pleasing, visualized reports.

ACHIEVE EFFECTIVE OUTREACH WITH A COMPREHENSIVE MEDIA DATABASE

PR professionals rely on a reliable list of contact information for reporters or influencers to pitch story ideas and media alerts for the company or their clients. The media database is the greatest tool in a PR professional's arsenal for earning coverage for their organization and clients.

A media database is a digital directory that compiles contact information for producers, editors, journalists, and influencers into a central location - like a digitized version of a Rolodex. Until recently, the most popular type of database was the legacy PR database.

THE PROBLEM WITH USING LEGACY DATABASE

While the legacy PR database is undoubtedly more convenient than a Rolodex, it's not without faults. The main issue is that they don't do regular automatic updates. They also lack crucial personalization and customization features that simplify the communication and navigation of the ever-expanding media landscape. PR professionals must search outside of the database for contact information without such features, which is time-consuming and inconvenient.



UPGRADE TO A DYNAMIC MEDIA DATABASE

Muck Rack has created a dynamic, thorough, and easy-to-use media database that solves all of the issues above and more. The main features of Muck Rack's database include:

- The ability to search for journalists based on topic, media type, publication, region, and specific keywords
- Access to up-to-date, journalist-specific contact information – no more general information or press emails and phone numbers to go through
- Managed and maintained by a team who adds new contacts, provides updates, and reviews accuracy regularly

Muck Rack's media database also has an all-important media list function, which allows a PR professional to create automated media lists from within the database. It also allows them to customize, organize, update these lists, and track each contact's relationship.

THE NEW STANDARD IN PUBLIC RELATIONS SOFTWARE

Gone are the days of using multiple platforms and organizational tools to manage an effective public relations strategy. Make the most of your organization's PR management efforts by joining the new standard in public relations software. Muck Rack helps ensure that your public relations efforts are collaborative, successful, working, effective, and measurable. Get started on a simplified, dynamic PR path today with Muck Rack.

