



Ways to Establish Yourself as an Industry Authority and Media Source

By Karen Weiner Escalera

How many times have you thought - I should have been quoted in that article; been an authority on the panel; or profiled as an expert in a magazine?

Building credentials as an authority in your niche, enhances your marketability, your value to a company, generates publicity, and creates professional opportunities you may not thought possible. For a new company or consultant starting out, it builds credibility, awareness and prestige. For an established firm, it reinforces a leadership position, helps recruitment, and ultimately, generates sales.

Here are ways you can make this happen:

1. **Use research as a platform to establish your expertise.** Proprietary research is much easier and cost effective to accomplish today with online survey tools (i.e. surveymonkey.com). Also consider teaming up with a market research company or a large firm with an in-house research department.
2. **Write bylined articles for industry journals, consumer media and the internet.** These place you in databases and internet search engines so that media researching articles on industry topics can easily find you online. Consider starting a blog sharing issue related information and insights. Services such as Businesswire's EON help promote your blog/articles, helping them thrive longer online and improve your searchability. And get on Google+ to establish authorship.
3. **Join the conversation.** Promote your presence and point of view online by participating in Twitter and Facebook conversations. Collaborate with other industry experts by guest posting on their blogs and sharing their entries on your blog.
4. **Take a stand on industry issues.** Donald Trump didn't become known by voicing bland comments. It is especially important for your blog (online presence) to have a point of view - a personality that distinguishes you from the millions of others bloggers.
5. **Communicate through pictures and videos wherever possible.** Studies show that people may not read entire articles, but they do look at visuals. And someone whose photo is consistently featured is more likely to be regarded as a "player." Consider YouTube. This humanizes you as a brand and creates conversation starters. Promote your presence on these sites by participating in conversations and commenting on your own photos.
6. **Enter award competitions,** not only for your work, but also for contributions made to your profession and community. Hold contests on your company Facebook page, blog or participate in relevant blog contests. When done right, they are a win-win scenario. You can increase your traffic and readership, create excitement, and help promote your company and/or products.
7. **Get to know the opinion-making media in your industry and in your local community.** They may not have time for lunch, but will often be receptive to an informational meeting in their office. Connect with the media and other industry influencers online, in blogs, Facebook, LinkedIn, Google+ and Twitter spheres.
8. Wherever possible, **be sure that news releases bear a quote from you,** and that this quote imparts substantive information. The idea is for the quote to be used, and in order for that to happen, it needs to add value to the story. Work with your PR staff or agency by giving them input. They can't quote what they don't know.

9. **Send a newsletter to industry media** and be sure it has your photo and a letter from you to readers (refer to #4). Discuss topics of your newsletter online (see #3).
10. **Speak at industry conferences.** By sharing knowledge, you become recognized as an expert, who is actively involved in their industry. Organize or participate in a webinar - these reach larger audiences, they're relatively low in cost, and are digitally recorded, and can be shared, allowing for future playback. And if you do speak, consider doing snippets of your presentation for YouTube and podcasts.
11. As you continue to perform and gain more experience, make sure to **update your biography regularly.** It's your "calling card" to recognition.

Use all 11 tips, or just pick five. Whichever way you choose to utilize these tips, you'll no longer be an anonymous face in the crowd. You'll become a star of your own making.



For over 30 years, first in New York City and now in Miami, Karen Weiner Escalera and her firm, KWE Partners, has been among the nation's leading strategic marketing and public relations experts in lifestyle and professional services. Creator of the [KWEst PROcess](#) for strategic market positioning and product development, Karen has worked for brand leaders in all segments of the industries the firm serves. Karen is a sought-after speaker and author of the internationally syndicated *Luxury Travel & Lifestyle Trends* [newsletter](#) and [blog](#).



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