

The Boston Entrepreneurs' Network

Brand Building on a Budget



Tom Spring, editor-in-chief at Threatpost

Reporter for over 20 years.

Today, leads an editorial team charged with reporting on breaking cybersecurity news and offering actionable insights into business-critical security topics.

Past publications: CRN, PC World magazine, MetroWest Daily News.

Honors earned with Society of Professional Journalists, American Business Media and Western Publishing Association



Building Brands on a Budget



Building Brands on a Budget

Earned Media Opportunities

- Article Citation
- Contributed Content
- Social Media
- Ebooks / White Papers / Special Reports
- Podcasts
- Webinars
- Video Interviews
- Infographics / Data Charts



Building Brands on a Budget

The Good, Bad & the Ugly

What Works: Understanding the publication and its audience

What Doesn't Work: Hard Sells, Whiff of Desperation & Overly Self Promotional

Please Don't Even Try: Lying, Trickery & Treat Publication Like Second-Rate Publication



Thank You

Contact

Tom Spring

@zpring

tspring@gmail.com

617-699-2036