

Pitch with precision using verified journalist data

What to expect in your first 30 days with Telum Media - from your first targeted pitch to a distribution workflow that delivers.

01 *By day 7*

Set up for day-one success

Once you come on board, you'll be assigned a dedicated client manager who will walk you through a short pre-onboarding and onboarding session before you go live.

This session is built around understanding what you want to achieve with the Telum Media platform and tailoring the onboarding walkthrough to accurately reflect your requirements.

In week 1 you'll get to:



Define your 30-day goal

Agree on a concrete outcome, whether it is sending a targeted pitch, building a media list, or preparing for crisis communications, so your account is configured for that result.



Capture your content focus

Talk through the topics you plan to pitch, so your targeting reflects the full scope of stories you want to secure coverage for.



Map your journalist and media universe

Search for the journalists, beats, outlets, and regions that matter for that campaign, so your searches stay tightly relevant to your objectives.



Build multiple targeted lists

Create lists by beat and market, so your outreach stays relevant for every campaign without rebuilding from scratch.



Align on your team's workflow

Clarify roles and responsibilities so your team know exactly how to use Telum Media and turn targeted outreach into repeatable outcomes that scale across every campaign from one integrated workflow.

By day 7 you will have:

- An account set up around a clear 30-day goal.
- Multiple targeted lists built to scale your operations efficiently.
- A client manager who understands your objectives before you send your first press release.

02 By day 14

Send your first targeted pitch to the right journalists

With your account and multiple lists already set up, your client manager will guide you through updating your lists, tailoring your pitch, and sending your first campaign from inside the Telum Media platform.

If you don't yet have a media list in Telum Media

If you already have a media list in Telum Media

SEARCH

Find journalists by beat, sector, outlet, or geography using Power Search across our APAC and Middle East data.

LIST

Build multiple targeted lists for each market and beat around your campaign objectives.

REFRESH

See what has changed since your list was created. Review Telum Media's recommended additions and remove those that no longer fit.

PERSONALISE

Draw on journalist and media intelligence in the platform to make each pitch relevant to the recipient.

SEND

Distribute your release from within Telum Media. No spreadsheet handoffs, no switching between tabs.

REVIEW

Your engagement data will be live. Here, you can see which journalist opened your email, and who clicked to see the release.

By day 14 you will have:

- Your first personalised pitch sent from the platform
- Live engagement data from that initial send
- A clear view of how your press release is performing with the journalists on your target lists.

03 By day 21

Review performance and refine your approach

After your first send, review your press release statistics in Telum Media to see how journalists engaged.

Here's what each signal tells you:



Total and unique views

Total views show how many times the press release has been viewed. Unique view shows how many individual contacts viewed it.



Emails opened

Indicates the number and percentage of recipients who opened the email.



Total and new message received

This shows how many messages have been received in response to the press release, and it can increase over time.



Emails clicked

Shows how many recipients clicked a link in the email, a useful signal of who is engaging.



Emails delivered

It indicates the number and percentage of intended recipients your release reached.



Emails bounced

Contact no longer exist at those addresses. This includes out-of-office replies and auto replies.

These signals are also available for each individual journalist. You can see whose interest is genuine and let that shape who you prioritise on your list for future sends.

By day 21 you will have:

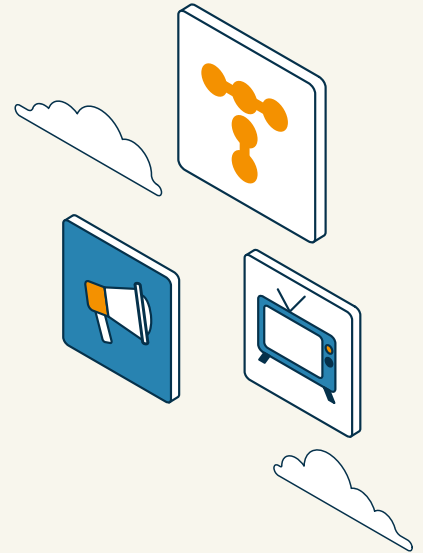
- A clearer view of how your release performed and the engagement data to guide your next campaign.



Build and run a repeatable distribution workflow

By day 30, you'll have a repeatable, scalable workflow built around your key markets and sectors, and a structured review with your client manager to see how well the platform has supported your objectives.

-  Multiple, smaller targeted lists organised by market, sector, built on locally curated contacts and kept current by our in-market teams who are in active contact with journalists.
-  A baseline engagement rate to judge how future outreach is performing.
-  A clear view of which journalists to prioritise for your next pitch, based on real engagement data.
-  An intuitive workflow where you work from updating lists, then personalise, send, and review – so you spend less time searching and more time pitching.



From fragmented outreach to a repeatable workflow

Before	With Telum Media
– Pitching reporters who moved months ago	✓ Journalist data updated as newsrooms change, so you stay on active contacts and avoid pitching to someone who has already moved on.
– Guessing which journalist cover which beats	✓ Search by verified beat, outlet, and geography. The right contact for your story, every time.
– Rebuilding your media list from scratch	✓ Build targeted lists by market and sector. Then refine them with intelligent, automated alerts to scale efficiently across clients, while keeping outreach focused and relevant.
– Sending with no idea what landed	✓ Engagement data after every send. You will know who opened, who clicked, and who to follow up with.
– Jumping between email, tabs, and spreadsheets	✓ Search, build, personalise, send, and review. One workflow with no hand off errors.

Pitch with precision and reach the right journalists for your stories

Explore Telum Media Distribution

