

# JPR Media Group Reveals Three Key Strategies for Securing Technology PR Coverage

Three Proven Approaches to Winning Consistent Technology Media Coverage



**London, United Kingdom May 24, 2026 ([IssueWire.com](https://www.issuewire.com))** - Technology companies operating in increasingly competitive markets must do more than simply launch innovative products — they must tell compelling stories, create memorable media experiences, and support claims with credible data. According to JPR Media Group, these are the three essential pillars of [successful technology PR](#).

Having worked across a wide range of sectors including virtual reality, fintech, health tech, blockchain, luxury automotive platforms, e-commerce apps, and NFT projects, the agency says the most successful technology brands all share one thing in common: a clear and authentic narrative.

JPR Media Group has supported clients ranging from educational virtual reality platforms and insurance apps to AI-powered genetic health testing services, blockchain-powered art auctions, and luxury supercar booking platforms.

The agency notes that technology companies typically seek PR support for three core reasons — educating the market, simplifying the customer buying journey, and attracting investment. “As the tech industry becomes increasingly crowded, companies need more than a great product to stand out,” said a spokesperson for JPR Media Group. “Journalists and readers want authentic stories, real

experiences, and verified results.”

## 1. Find the Unique Story Behind the Founder

According to the agency, founder-led storytelling remains one of the most effective ways to secure meaningful media coverage. Before pitching journalists, JPR Media Group works closely with clients to uncover the personal and professional journeys behind their businesses. While revenue figures and growth statistics are important, editors are often more interested in the human story behind the success.

This can include overcoming financial hardship, persevering through difficult markets, balancing personal struggles while building a business, or turning a passion project into a successful company. “Readers connect with people, not just products,” the spokesperson added. “Audiences are inspired by resilience, determination, and authenticity. Every entrepreneur has a story worth telling.” The agency also encourages founders to embrace every aspect of their journey — whether they started with no financial support or benefited from investment and connections — highlighting that success stories take many different forms.

## 2. Give Journalists Real User Experiences

JPR Media Group believes hands-on experiences can significantly improve media engagement and increase the likelihood of coverage. Rather than simply explaining how a platform works, the agency creates opportunities for journalists to experience products firsthand. Previous campaigns have included sending Oculus VR headsets to editors, organising supercar driving experiences, enabling journalists to test e-commerce platforms as influencers, and arranging genetic health tests with follow-up medical consultations. “Editors want to understand how products work in real life,” the spokesperson said. “Interactive experiences make technology more relatable, reviewable, and engaging.”

## 3. Back Stories with Facts and Numbers

While storytelling and experiences are critical, the agency stresses that credible business data remains essential when pitching to business and technology media. Journalists increasingly expect evidence to support company claims, whether through financial growth figures, investment raised, platform user numbers, transaction volumes, partnership agreements, or market traction.

JPR Media Group says major business publications including The Wall Street Journal, The Times, The Daily Telegraph, Forbes, Bloomberg, and Business Insider regularly request supporting documentation and independently verify company claims before publishing stories. “Strong PR campaigns combine emotion with evidence,” the spokesperson added. “The most successful technology brands are the ones that can communicate both their vision and their verified results.”

For more information, visit [JPR Media Group](#).

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