



A press release is the most undervalued form of advertising. Why?

Because it's free!

Getting your editorial printed for free is easier than you may think.

Rule No. 1

Don't miss the opportunity, act as soon as you have news - *old news is no news.*

A Press Release is designed to inform the world of your news. Publications rely on press releases to fill their pages, so take advantage of the exposure.

A good press release should comprise of:

a beginning – the headline

a middle – the details of the story

and an end – a brief on your company, its services and history.

To help ensure your press release gets published, here are some top tips:

What is your news?

A good press release will cover all of the 'W' questions (who, what, where, when and why), you must provide the media with useful information about your company, product, service or event. Do not use your press release to make a sale, if it reads like an advertisement, it will not get published.

The beginning

The headline and first paragraph summarise your news. The middle of the press release provides the details. You need to attract the readers attention quickly and strongly with your title and first paragraph.

Target the Media

Many press releases will be published without editing, therefore make sure your news is told the way you want it to be. Often your story could be used to lead to a larger feature. This does not matter, the fact that you are achieving publicity is what counts.

Editorial versus Advertising

Ask for editorial coverage before paying for display advertising. Press-release publicity carries more credibility than paid-for advertising. Some publications combine the two and sell 'advertorial' feature space.



Newsworthy news

The launch of another hotel, a new travel agency, etc is news, but does not attract the reader to continue to read. State why you launched/opened where you did. What unique features can you offer to prospect clients? Why should trade professionals come to you? Identify what makes you different and emphasize it. If you've got something newsworthy to say, don't wait or the opportunity will be lost.

Justify the news

What did you do right to achieve increased sales growth? Why did you win the award? These 'real life' examples are a powerful way to communicate the benefit of using your company, product, service or event.

Real Facts

Do not exaggerate the story to become unbelievable, you could lose credibility by doing so. Keep to the facts.

Timing

If possible connect your news with other current events or trends, it may place you in the spotlight more than normal. You could be seen to be reacting positively to a situation making you a prominent leader in the industry.

Language

This is very important. Use clear concise and simple language. Many of those reading your news will not have English as a first language, so do not complicate the story with too many words or jargon words readers may not understand. The whole story will then be lost. Try to use strong words which bring your press release to life. Make each word count, it will help guarantee that your press release will be published and read.

Permission

If you are including a quote from someone within the company, make sure they agree with the text. If writing about another company, make sure they agree to what you are writing.

Graphics

Include your logo and strapline. Photographs also improve your chances of publication hugely. Make sure it is a good quality photo.



The end

The paragraph at the end of the press release should be short and describe your company, products, service etc, together with a short history. If you are writing a joint press release including another company, they too should have an ending paragraph.

Contact details

Do not forget to include your full contact details.

PR management

Keep records of what you send and to which publications. Keep in regular contact and be consistent. With a little planning you can achieve exposure worth the equivalent of thousands of pounds of advertising, at no cost.

Remember, a Press Release is the announcement of an event, news, products or services, a launch or other newsworthy item that is issued to the press.

Your participation as an exhibitor at an exhibition or conference is definitely newsworthy, so make the most of it and use the services or the free editorial opportunities available from the exhibition organisers, they can help guide you in order to gain as much as possible out of your participation.

Positive Press - *successful publicity!*