

5 TIPS FOR DEVELOPING A SUCCESSFUL PRESS RELEASE

1 THINK LIKE A JOURNALIST

Before you write your release, you need to decide if what you want to share is newsworthy and if a press release is the most appropriate way to share that news. Many times, a company is excited to share a new product, service, location, etc., but doesn't consider if it is newsworthy to the media. Some pieces of news may be better suited as a blog or social media post, or in an email to customers and prospects. Additionally, make sure you provide information in a way journalists want to see it. Discuss the latest trends or consumer impact, and how it will benefit your customers, stakeholders or the community.

2 KEEP YOUR COPY CONCISE

Your press release should include all the information a journalist needs, but don't include fluff. Sentences should be concise, direct and packed with meaning. Be respectful of their time and ask yourself what you can include in the first one to two paragraphs that makes the most of their time. Aim for 400 words. If your text is longer, consider breaking it up with bullets, lists or section headlines to make it easier to read.

3 WRITE AN ATTENTION-GRABBING HEADLINE

Similar to the text of your press release, be brief and direct with your headline. Ask yourself what you can include to get the reader to read the first paragraph. Think about what top-line news is with your release and work that into your headline. Also, consider that the headline will be seen and shared the most across news websites. It will also impact future Internet searches about your business, so be sure to put the most important keywords near the beginning of the headline. Cision, a leading press release distribution service, reports the average character count is 50 to 70 characters.

4 LIMIT LINKS

Limit links to one to three per release and don't duplicate links. TSN recommends including a call-to-action (which may be a link) in or after the first paragraph to give the audience a unique resource or direct them to a resource with value.

5 INCLUDE MULTIMEDIA

One of the best ways to enhance your press release is by including images or videos. Multimedia draws more attention to your story and will lead to more engagement. According to Cision, press releases with one or multiple images increases the average click-through rate. If you don't have an image or video, consider including a graphic or infographic that puts everything in one place for a journalist.

Distributing a press release soon?

TSN Communications can help write, edit and/or distribute your release. Send us an email to connect: adrianna@tsncommunications.com.