



THE ULTIMATE GUIDE TO

Writing a Press Release

(that editors want to publish)



Introduction

In order to write a b2b press release that editors want to run, you need to understand how a press release can add value to your business as well as what editors are looking for.

In this guide we give you all the information you need to write compelling news material that editors want to publish.

And, at the back of this document you'll find a checklist and timeline to help you make the most of your news.

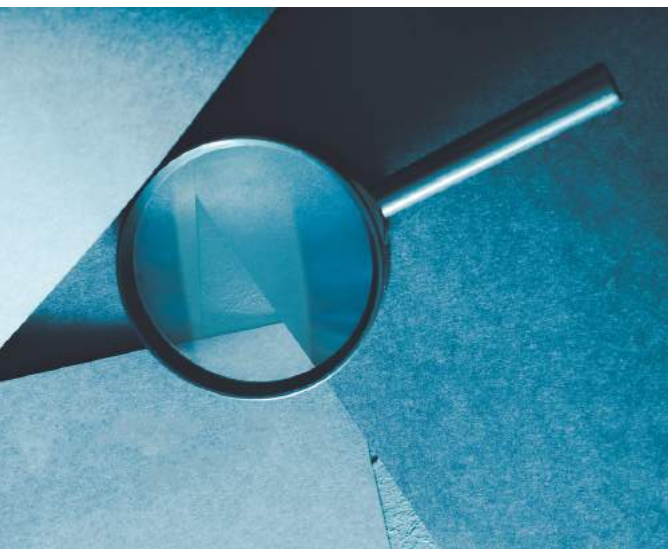


News is quite simply everywhere!

Every invoice you issue tells a story. News can be found in:

- New products/services
- Developments in existing products and services
- New contracts
- Client anniversaries
- New insight, research or analysis
- Local community activity

A word of caution: unless your most recent recruit is a celebrated industry authority, new employee announcements are best done through internal comms and social media - they're not news.



Considerations



Why is it important to issue press releases?

The purpose of a news release is to communicate to your target audiences that you are a dynamic force within your industry; that you are a good employer and an attractive business partner who adds value in all areas of operation.



How often should you issue a news release?

You should issue a news release whenever you have something new to announce that will benefit your target audience and therefore will be something they want to read. We recommend releasing news at least once a month.

9 Steps

1. What makes a strong headline in a news release?

Headlines should be short, factual and arresting, signposting what the story is about. They should avoid technical jargon

2. What tone and style should you use?

Your tone should be factual and business-like. Avoid flowery language and complex sentences. Always write with the audience in mind. At the end of every sentence or two, stop and ask yourself – why should the audience care about that statement – how does it interest or benefit them?

3. The first paragraph should say it all!

The golden rule is to write the first paragraph as a stand-alone. In years gone by this meant that if an editor was short of space, they could edit from the bottom up. If all that was left was the first paragraph, this should stand alone as a summary of the story. Of course, the advent of online media means that space is not necessarily an issue, but people nowadays are busy, so if you don't capture their interest fast you will lose them forever.

9 Steps

4. How long should your news release be?

Stick to 600 words as a rule of thumb. Sometimes a little more, sometimes a little less. 600 meaty words is what you should be aiming for while keeping adjectives to a minimum.

5. Two to five paragraphs should follow the awesome first paragraph

These will evidence your opening statement covering who, what, why, where, and how. Write these with the view that they should be intelligible for, and interesting to, a non-specialist journalist who may be working across several sectors – this will ensure you do not disappear into a black hole of technical jargon.

6. How to capture quality customer comments in your press release

Once you have written the body of the release, turn paragraph two or three into a quote from a senior spokesperson, ideally a director or a customer. This way you avoid bolting on a weak generic comment which says little, if anything at all and makes him or her look slightly vacuous and rather dull!

9 Steps

7. How to command more space than your competitors

Providing high-quality images, an infographic or explainer video will all help you to dominate the page and squeeze out news from your competitors.

8. Use your news to increase your reach

Once you're ready to send out your press release, go through it and add two links. One to a credible source that evidences a fact in your article and another to a relevant credible item on your website. Ideally make these trackable links using something like bit/ly. Be aware: some editors will remove them, but rather in than out!

9. And finally...

At the end of the release, add contact details, not those of the sales office, editors actively dislike this. Make sure the details are live and go directly to an individual – you don't want to waste any interest that might be generated.

6 Ideas For Media Content When You're Stuck!



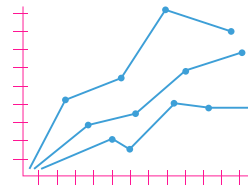
Business growth
and benefits



Customer case
studies



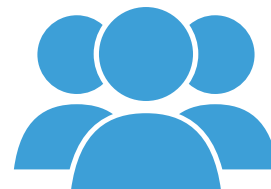
A partner initiative



Industry issues
and trends



Your local
community



Your people

News Release

Production and Optimisation

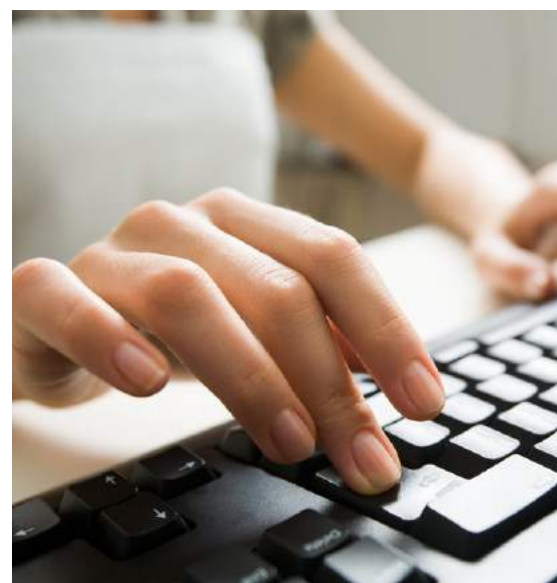


Making the most of your news

In order to help you to approach the production and dissemination of your news release methodically, we have created the following checklist & timeline.

It will help you to understand all the moving parts and secure the correct input and approvals. Significantly it highlights that once you have sent your news release to the media the job is not yet complete.

In order to make your news release work hard you need to ensure that links are circulated to your target audiences and that it is uploaded to your website and other owned media channels in order to maximize exposure.



IDEAS	Responsibility	Timeframe*
Identify topic	EC-PR/ Client	
New product	Client	
New benefit – linked to features/functionality	Client	
New contract announcement	Client	
New accolade	Client	
Introductions to Customer/Partner (if required)	Client	

INTERVIEWS	Responsibility	Timeframe*
Schedule time for interview	EC-PR/ Client	
Provide a list of questions in advance (if required)	EC-PR	
Identify and schedule time with internal subject matter expert	EC-PR/ cc Client Marketing	
Conduct interviews with Client & Customer/Partner	EC-PR	

DRAFT	Responsibility	Timeframe*
Draft article including suggested quotes and hashtags	EC-PR	
Source interesting representative image	EC-PR/ Client	
Share draft with Client for feedback	EC-PR	
Share draft with Customer/Partner	EC-PR/ Client	

FINAL VERSION	Responsibility	Timeframe*
Complete revisions and get JClient approvals	EC-PR	
Complete revisions and get Customer/Partner approvals	EC-PR/ Client	



SOCIAL MEDIA	Responsibility	Timeframe*
Draft 2-3 social media posts to accompany the release	EC-PR	
Add social media posts to library for future use	EC-PR/ Client	

DISTRIBUTION	Responsibility	Timeframe*
Agree media distribution list including any existing/new industry titles	EC-PR/ Client/ Customer/ Partner	
Agree distribution timing with all parties	EC-PR	
24 hours exclusive offered to appropriate publication/editors	EC-PR/ cc Client Marketing	
Press release notification distributed internally	EC-PR	
Distribute to media on agreed date and time	EC-PR	

CLIENT GO LIVE	Responsibility	Timeframe*
Upload to Client website	Client	+24 hours
Push social media post #1	Client	+24 hours
Share on intranet or similar and encourage team to share with network	Client	+24 hours
Leadership/Executive Team retweet with supportive comment or question	Client	+24 hours
Push social media post #2	Client	+72 hours
Push social media post #3	Client	+7 days

MEDIA COVERAGE	Responsibility	Timeframe*
Secure first press coverage	EC-PR	
Share link to media on Twitter/LinkedIn company pages/accounts	Client	
Share on intranet or similar and encourage team to engage with posts	Client	
Sales – forward links on to prospects and clients (as appropriate)	Client	

TRACKING	Responsibility	Timeframe*
Reach – use media packs and subscriber information to track awareness	EC-PR	
Monthly report in line with board report	Client	
Impact on web traffic	Client	
Twitter engagement	Client	
LinkedIn engagement	Client	
Meeting numbers	Client	
Most popular posts – reshare at a different time to take advantage of any uplift on results	Client	

**Timeframe after general media distribution*



Contact Us

Call: 0203 740 6080

At EC-PR we are passionate about B2B communication. We believe your work is amazing and we want to help you tell the world how extraordinary it is.



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