

A complete guide to

WRITING PRESS RELEASES

THAT GET MEDIA ATTENTION



B2PRESS
ONLINE PR SERVICE

B2Press

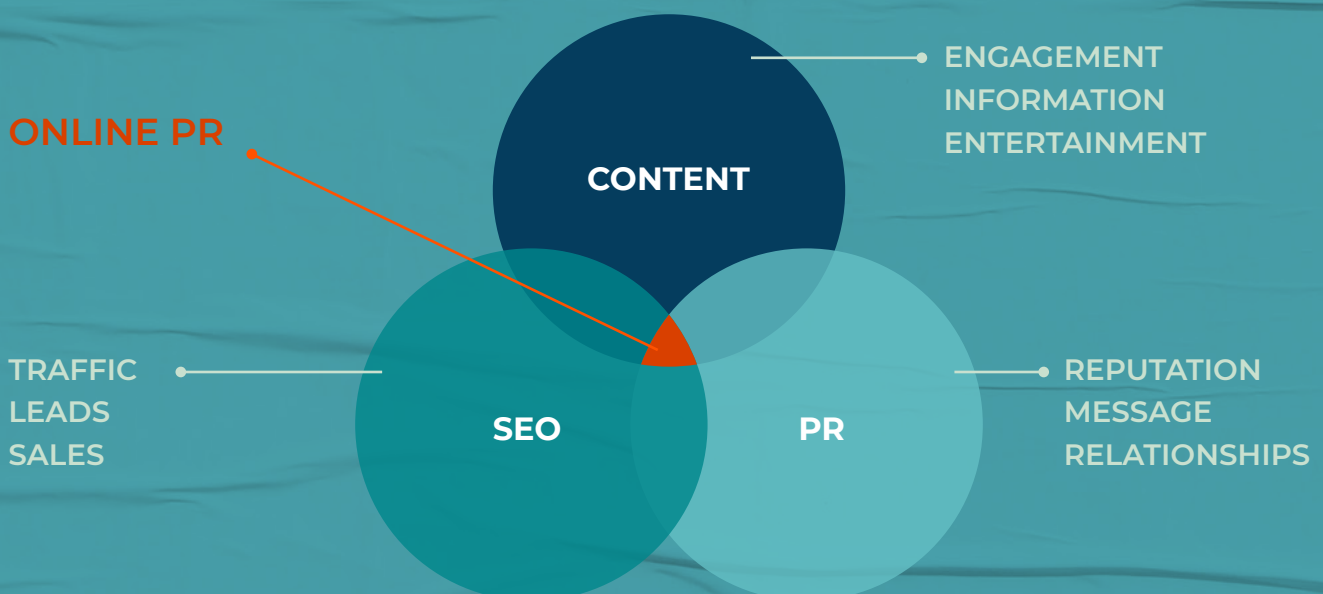
End-to-end digital PR services.



B2Press delivers press communication “as a service” and offers content development, press release writing, distribution, media monitoring and reporting in more than 30 countries!

Method

B2Press combines unique content, SEO priorities and Public Relations (PR) to build and boost online visibility.



4 Basic steps to boost online visibility

B2Press provides PR “as-a-service” and operates with “pay as you go” approach.



**RECEIVING
THE REQUEST**



**CREATING
THE CONTENT**



**DISTRIBUTING TO
THE TARGETED MEDIA**



**MONITORING AND REPORTING
MEDIA COVERAGE**



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Produced by



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Tips for writing an effective press release

A press release, also referred to as a media statement or news release, is a brief news story written by a public relations professional and distributed to a broad range of media outlets. Any organization that wants to raise brand awareness or enhance its image – whether it's a small business or an established corporate enterprise – can distribute a press release as a way to inform the wider public.

The production of a standard press release typically goes through three stages, all of which are essential to its ultimate success. These three stages include writing the text of the press release; distribution of the press release to a broad range of media outlets; and, ideally, publication of the text, either in whole or in part, by these media outlets, thus ensuring optimal media coverage for the subject of the press release.

The Basics:

Five questions to ask before writing a press release

1. *What is the story? Is it newsworthy?*
2. *Who is the audience?*
3. *Why should my audience care?*
4. *Am I targeting the right people in the right way? What platforms and media my target audiences are using?* (Online, TV or printed media)
5. *Does my company have writing guidelines I need to follow?*

Once these questions have been answered, you can begin.

An effective press release has to grab the attention of the reader quickly - you have about ten seconds to convince them to keep on reading. Since the first part of the press release to be read is its title, it should provide information about its content and be remarkable.



Journalism 101: The Inverted Pyramid

In journalistic parlance, the term “inverted pyramid” refers to the practice of placing the timeliest and most important information at the beginning of a news article. According to the inverted pyramid scheme, this should be followed by facts and detail of gradually diminishing importance.



THE LEAD

What is the story?
Who? What? Why? When? Where? How?
1-2 short paragraphs, 30-40 words.

THE BODY

Details, background, evidence,
implications, arguments, quotes.

THE TAIL

Extra & related info,
context, links,
images

Inverted Pyramid for Writing



Writing



- State the key message clearly in the headline; don't lose a reader's attention from the start because she or he can't figure out what the release is about.
- Write the press release with correct grammar and without any spelling mistakes.
- Write in third person; don't say "I" or "we" unless you're using it in a direct quote.
- Consider the reader's perspective; why should they care and what makes your news special?
- Be brief, specific and to the point; one page or 350-500 words is ideal.
- Avoid using advertising language and tons of adjectives. Both reduce credibility in the eyes of the readers.
- Keep your own opinions out of the press release.
- Avoid using long sentences, complex terminology and foreign words.
- Abbreviations may be used when needed, especially for corporate names. The abbreviation can be introduced the first time you mention the company name. Thereafter, the abbreviation can be used.
- If you cite data, include a reference link for the data source.
- Proofread! Do your careful review to avoid costly errors.

Optimising



- Identify and use strategic keywords that the target audience is likely to use when searching for news.
- Use keywords in the press release and hyperlink them if possible, but don't overstuff - (search engines are known to change the rules when it comes to using keywords, so keep an eye on the algorithm updates).
- Create multimedia elements and link your release to them, such as a YouTube video or a series of images.
- Make sure you also post your release on your website and social media accounts.
- Make sure you're not breaking any copyright laws and don't use promotional images.



Distributing

- Distribute the press release to your tailored media lists, relevant editors and news agencies.
- Understand the nature of your news. Is it a big deal, worthy of being distributed nationwide or is it better suited for online-only distribution?
- Consider both the media and consumers when it comes to timing and find out from media sources what their cut-off times are for receiving the news.
- News features generally need more time to develop (a month or two).



Finding a newsworthy angle

OK, so that's all great, but just what exactly is considered newsworthy these days? Online news sites and search engines have made it easier for anyone's news to grow legs, but what if you really do want to make an impact? Try answering these questions when you sit down before writing your next press release:



- Is your angle different from other similar stories and/or does it offer a unique perspective?
- Does your message offer scientific knowledge or innovations?
- Can your message bring light to a problem or issue or, conversely, provide a resolution to a problem or issue?
- Does your message stimulate emotions and curiosity?
- Does your message involve or quote a celebrity or company representative?
- Does your message impact the geographical location or environment of the reader base?

If you can affirm your story with one or some of the above, you've likely got a newsworthy topic in hand.





Structure of a press release

Press releases tend to follow a standard format as it makes it easier for readers to get the details they need in an efficient way. But before you can churn one out, you need to do a little prep work.

As you start to write your press release, come up with the creative angle first. Take off your sales hat and think about it from the reader's perspective: **why should I care, and what makes it special?** Once you have your angle, then state the facts which support the news as objectively as possible. This will help give your press release the right tone and allow you to fit it more easily into the accepted format.

The standard press release format includes the following:

- 1. Headline:** Brief and compelling, attention-grabbing statement summarizing the entire message.
- 2. Subhead (optional):** Secondary statement(s) strengthened by numbers and data which builds on the headline and further fleshes out the message.
- 3. Dateline:** The city where the news is originating and the date of the release.
- 4. Lead or introductory paragraph:** The first paragraph of the release which generally answers the 5W1H (Who, What, When, Where, Why and How) questions; in other words the facts.
- 5. Body:** Additional paragraphs which provide supporting material and further details (i.e. direct quotes, relevant background information, statistics, etc.).
- 6. Boilerplate:** Short paragraph giving information about the issuing company or organization
- 7. Source:** The company or organization issuing the release.
- 8. Media contact information:** Name, phone number and e-mail address for the PR or media relations contact who can answer any questions about the release.

Convince your reader to care

Write content that makes a reader want to find out more. An ill-judged first sentence will condemn the rest of the release to being ignored. Readers are NOT interested in what your company has been up to lately – engage them quickly by making the release interesting or helpful to them.



“Customers don’t care about your company. They don’t care about its products. And they certainly don’t care about your personal feelings towards your company and its products. What customers care about is... themselves.

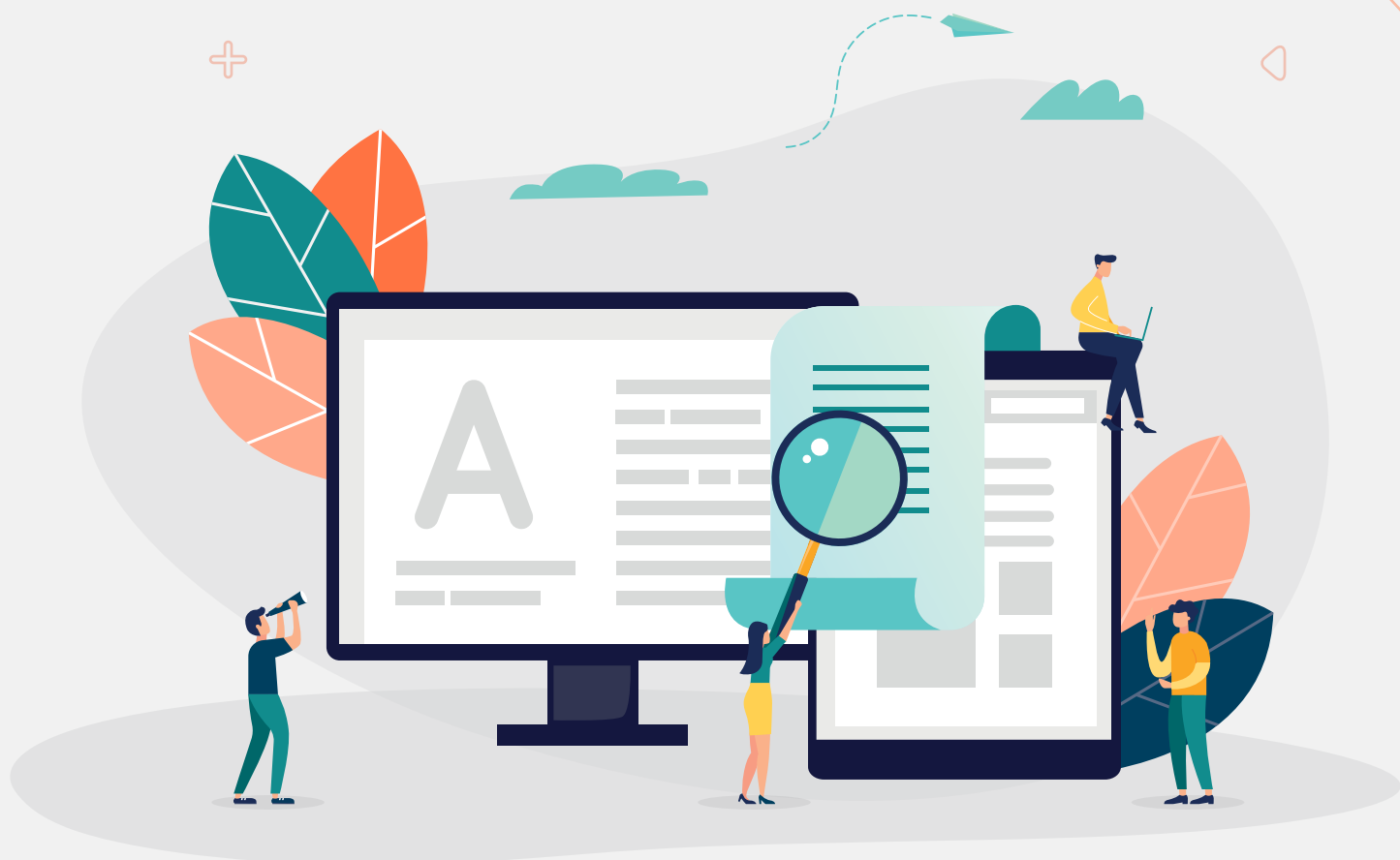
- Geoffrey James, Inc.com

About the company or about the customer

“Acme, a new cloud-based call centre solution, asked the question, ‘Why can’t your CRM software easily talk to your call centre?’ and when they couldn’t find a solution to do that-they built their own.”

Or it could be:

“Imagine you’re calling a vendor for support and the call centre has no clue what you’ve already bought. Suddenly you’re spending your valuable time providing information that your vendor should already know. So here’s the question: How long does it take you to start looking for a new vendor?”



Making the reader care

“The journal Psychological Science has published a report about children’s spatial reasoning and its connection to future creativity.”

Or it could be:

“A gift for spatial reasoning — the kind that may inspire an imaginative child to dismantle a clock or the family refrigerator — may be a greater predictor of future creativity or innovation than math or verbal skills, according to a study published in the journal Psychological Science.”



Samples for a great press release



Explorer launches the world's largest message-in-a-bottle constructed by the winner of Koenigsegg

The world's largest message-in-a-bottle will be released to the ocean currents outside of Tenerife on March 13th. The Norwegian soft drink Solo is behind the project that also involves polar explorer JarleAndhøy and the owner of Koenigsegg supercars. People worldwide can follow the remarkable journey live on Facebook.

- **Headline concisely gives point of the story**
- **Company name mentioned in the headline**
- **The first line is interesting and doesn't mention any companies yet. Just the story.**
- **The entire story wrapped up in the short first paragraph.**
- **In three lines the writer has answered;**

What?
Who?
Why?
Where?
When?

The audience may or may not choose to read on. Those who don't read on already know everything they need to. Those who do read on get to learn about the project in more detail.



Occupancy and social distancing in factories, supermarkets, schools, shopping malls and restaurants will be managed with sensors

Spot: As the whole world strives to adapt to the new conditions in the aftermath of the COVID-19 pandemic, factors such as social distancing measures, the number of people in a given location, ambient temperature and air quality become vital for the health of communities. Sensor-based technological solutions developed to help fight the pandemic will monitor how social distancing is observed in public spaces and alert the violators instantly.



Antalya Homes

Antalya Homes: ‘We Have Sold 12 Properties Through Virtual Tours Despite Pandemic’

The COVID-19 outbreak has led to the introduction of innovative digital applications in a number of business sectors. Real-estate firms, for example, are now showing properties to customers through virtual tours, while all transactions are being carried out electronically.





Why should you send out a press release?

Press releases, which public relations professionals commonly prefer to use, are written to promote and announce a specific topic, and build a communication bridge between organizations and the media. A good press release hooks the attention of the media and helps them to feature the news. No matter how good a product or service, a company, an individual or a brand is, it can only be heard through coverage by the media.

Because of this, the internet plays an important role in who has access to press releases. This also begs the question: With the popularity of viral marketing techniques and the widespread use of social media to get your message out there, why would a seemingly old-fashioned PR tool like the press release still be used?

There's no denying that press releases serve a purpose when distributed directly to journalists over the wire. Press releases get sent to the attention of assignment editors at newspapers, television and radio stations, magazines, trade publications and other news outlets, and follow a specific format designed to work well within this type of news generation system.

However, your audience is likely comprised of more than just the media. That's why press release distribution services (such as B2Press.com) focus on distributing press releases online, where they get indexed by Google and other major search engines. That's why traditional wire and online distribution both work to increase the reach of a press release.





THE POWER OF ONLINE/DIGITAL PR



90%

of consumers search Google
before buying a new product.

65%

of people see online search as the most trusted source of
information about people and companies. That's a higher
level of trust than any other online or offline source.

70%

of purchasing decisions are
impacted by online news

70%

of the potential customers are likely to be lost, if you
have 3+ negative articles about your company or
product appearing in Google search results.



Types of press releases

While press releases tend to follow the same basic format, how they are written depends on what kind of news is being announced. Many online PR resources recognize the following six types of press releases:

- **General news:** Announce a general news item to create interest and earn exposure for the company or organization issuing the release. Example headline: “B2Press Wins Customer Service Award Three Years in a Row.”
- **Launch:** Create a buzz around the launch of a company, website, campaign or initiative. Example: “The Launch of B2Press Campaign for Education Coincides with National Teacher’s Day.”
- **Product:** Give details and specs for a new product, and accompany with photos whenever possible. A product press release can also relate to a product recall, or a new or upgraded product version. Example headline: “New Software Application by B2Press Available in August.”
- **Executive or staff announcement:** Announce staff changes, especially in upper management or at the executive level, and include biographical information and photos. Example headline: “Vice President of Operations Named at B2Press.”
- **Expert positioning:** Showcase a company or organization’s individuals as go-to experts for the media. Or focus on a report, statistics or results to show the expertise of the company as a whole on certain topics or industry trends. Example headline: “B2Press Managing Partner, Ediz Tokabas, talks about PR in the digital era.”

- **Event:** Outline the Who, What, When, Where, Why and How of an event with the goal that the media will talk about it and/or attend themselves. Example headline: “B2Press’s Annual Football Tournament for Local Schools to Take Place on Friday, June 7.”

Other press release types include: local human interest stories; problem-solving tips; community events; tradeshow and conference attendance; feature stories; people profiles and book reviews.



Optimising Press Releases: SEO is now about natural writing, social sharing & interesting content



Search engines continually update the algorithms they use to index, categorize and rank online content. The SEO landscape has undergone many changes over the past several years. Each day, customers ask our advice on how to generate online visibility for their press releases. So, here it goes:

Write for people, not machines.

The days of structuring content first and foremost for search engines are over and gone. It's still very important to use keywords in the headline, inside the press release, URL, subheaders, image descriptions, meta descriptions, etc. In other words, keyword placement is still important. But frequency is not. Repeating a keyword at least 7 times in the body paragraph no longer works for SEO.

Rumours are rife in the search world of yet another big shakeup of Google's search algorithms, but whatever happens, one principle remains constant: great content written with a specific audience in mind is good SEO and will increase your chances of being found. So when you take your seat at the search wheel of fortune, use the seven easy-to-follow steps stated below to improve your press release optimization and increase the chances of your message reaching a wider audience.



Why use an online PR service

| | USERS | SCOPE | HUMAN RESOURCE | COST |
|-------------------------------------|-------------------|-------------------------------------------------------------------------------|------------------------------|--------------------------------------|
| PR Agencies | Enterprises | Media Relations | End-to-end Solution | € 5-40 per month |
| Press Release Distribution Services | SMEs and Agencies | Distributing, monitoring and reporting only on partnered websites | In-house contribution needed | € 750-5 per month |
| Media Databases | SMEs and Agencies | Media List Only | In-house contribution needed | € 200-500 per month |
| B2Press | All Companies | Writing & Localizing Translating Distributing Monitoring & Reporting | End-to-end Solution | Pay as you go Starting from € 250 |



Are you looking for new ways to distribute a press release?

Please fill out the request form on our website or contact us at info@b2press.com. We will respond as soon as possible and inform you about the details of our press release distribution services, PR packages and the processes.

Easiest way to reach the media

Press lists tailored to your content, target audience, industry and needs.



30+

COUNTRIES



11+

LANGUAGES



100+

CITIES



25+

NEWS
AGENCIES



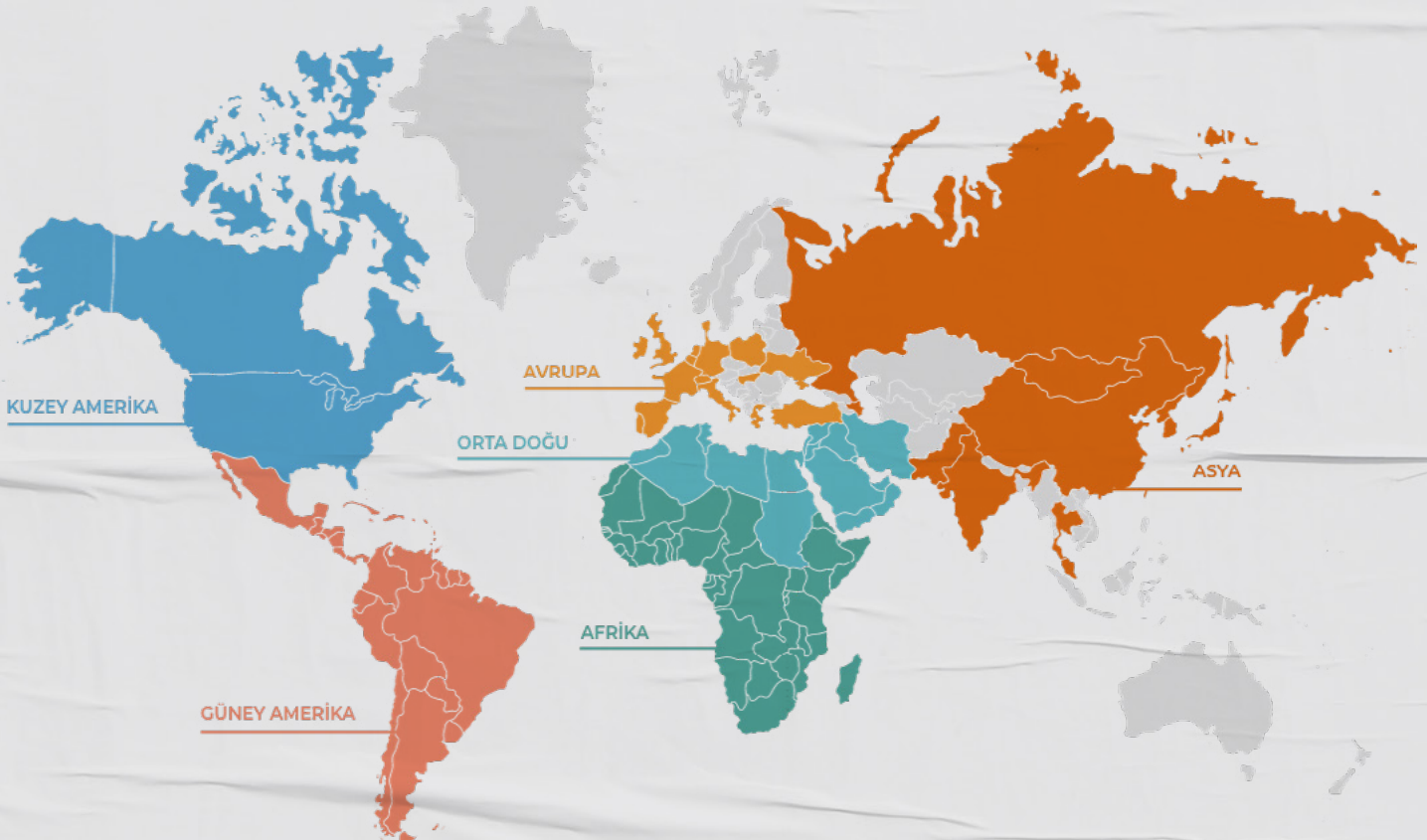
10,000+

PUBLICATIONS



300,000+

JOURNALISTS



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WRITING PRESS RELEASES

THAT GET MEDIA ATTENTION



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