

5 TIPS

TO INCREASE THE CHANCES OF
YOUR PRESS RELEASE BEING
PUBLISHED



Courtesy: PR Karma (prkarma.com)

Why most press releases aren't read.

As a rule, people should read your news release title, followed by the first sentence, and want to continue reading more because you have piqued their interest immediately. If they cannot understand what you are trying to say or are not interested in the title and the first two sentences, you lose readers.

It ceases to amaze us how many businesses still use technical jargon in their headline. On top of this, the number of companies that don't include a single visual. Or perhaps they are not using the right news distribution service for their needs.

Do your customers understand your primary messaging?

At PR Karma, our principals have been in the news distribution industry for almost twenty years – We've been around the block and seen hundreds of thousands of press releases from businesses of all sizes. There have been many times when we have offered helpful advice to help increase customers' visibility, suggestions that we will now pass on to you to help you succeed the best you can to increase your chances of having your news release published.

Review these five tips, and you'll undoubtedly have a much better chance of increasing your visibility and stop losing to the competition.

Sincerely,

The Team at PR Karma.

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01

Your news release must include a simple, short, easy-to-understand, to the point headline.



Over the years, there have been significant changes in the marketing, PR & communications industry. Of course, this includes the press release. The publicity game's nature is always unpredictable, but you can increase your odds of success by sending out a well-written press release. For a successful press release, the critical element (amongst others) is the headline, followed by the first two sentences.

What's the message of your press release? Are you announcing a new product or service? Are you talking about a merger or acquisition? If you're a manufacturer of widgets, are you promoting the expansion of your widget plant? If you are a business owner, you will always have something interesting for your audience, and a press release is an excellent way to get that news out. Providing you do it properly and get it to the right audience.

AVOID THE CURSE OF TOO MUCH KNOWLEDGE

At PR Karma, we advise against the curse of too much knowledge. The curse of knowledge happens when a business owner knows so much information about their products and or services; they project that experience on their potential customers or the media. You need to keep your information simple, to the point, and in plain English that anyone can understand. No technical jargon. A clear, concise message is of utmost importance for your headline because this is the first part of your press release someone reads, and if they don't understand a part of your headline, your press release is as good as in the trash bin. You may have thought this to be 'obvious,' and why would we include this? We included this because we still see this daily, with even big companies occasionally making this mistake.


02

Your news release should include at least one image.

Wine Industry Ecstatic Over New Widget That Will Auto Pick Grapes

The wine industry is super excited over new widget.

(PRKARMA NEWSWIRE) NEWS RELEASE / November 10, 2020 / 17:24 EST



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Key Takeaways

- Picks grapes much faster
- Grapes are not bruised
- Faster picking of grapes saves \$

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VISUALS AND WHITESPACE, GIVE THE BRAIN A BREAK

According to Brightedge, a company that measures digital content engagement, the human brain processes images many times faster than reading text. Image visualization can be up to 60,000 times faster! When you think about this, that is massive! This incredible processing speed of images also means when it comes to content marketing or the use of press releases within your marketing plan, visuals play a crucial role in importance.

The more images you can include with your press release, the better off you will be because this allows you to showcase a new product, including high-resolution photos and even your logo. It also provides valuable insight into your products, as many people are visual learners.

When a journalist writes about your story, they will more than likely include one of your images with the info they write, providing you have used a high-resolution image. It is essential to recognize that for web copy, a lower resolution (800-pixel x 600-pixel image @150 dots per inch) image may suffice; however, if a journalist is covering a print magazine story and they want to include a half-page image, the image must be at least 2,400 pixels by 1,800 pixels at 300 dpi. If you choose between what visual to showcase your press release with, select one that pops and has lots of colors.

WHAT IS WHITE SPACE AND HOW CAN IMAGES HELP WITH THIS?

White space (sometimes known as 'negative space') is an unmarked space in a design. In this case, your press release. It is the space between the paragraphs and images on a page. White space does not mean an area with a white background. It can be of any color, texture, patterns, or even a background image.

Adding an image and creating some white space can improve comprehension, focus, and attention. Something anyone would like that writes a press release. Images also grab the attention of your audience. A few years back, PR Karma principals performed a study and found that a press release encompassing an image could receive up to 400% more views than a press release that does not have a picture.

If you have the opportunity to include images within your news release, you will certainly increase your chance of increased viewership.

03

Keep your audience updated often. Solve problems and demonstrate you are an industry expert.



When you craft your news release, depending on your subject, if you are trying to draw in new customers for a product or service, you need to take the angle of how you can solve a problem for your customer. Avoid listing all the features your product or service may provide; instead, explain how your product or service can help someone and relieve a particular pain they may be experiencing. Send these messages out often as long as they are a value add.

A weak example might be a small home office sized product that assembles and seals boxes to hold widgets. Explaining how time is money and how you, as a business owner, could have that time better spent elsewhere to grow your business takes away the pain of time spent packaging widgets. Explaining and demonstrating how this will help builds trust with your audience.

Gaining trust from your audience and followers is more significant than you may imagine. You cannot force your product or service upon people; you need to gain their trust and let them come to you. One method of doing so is by regularly distributing press releases to the media, as long as you have something newsworthy to share. By continually submitting news articles that are helpful to people in your industry, you begin to gain trust from your audience, including journalists, bloggers, and your customers.

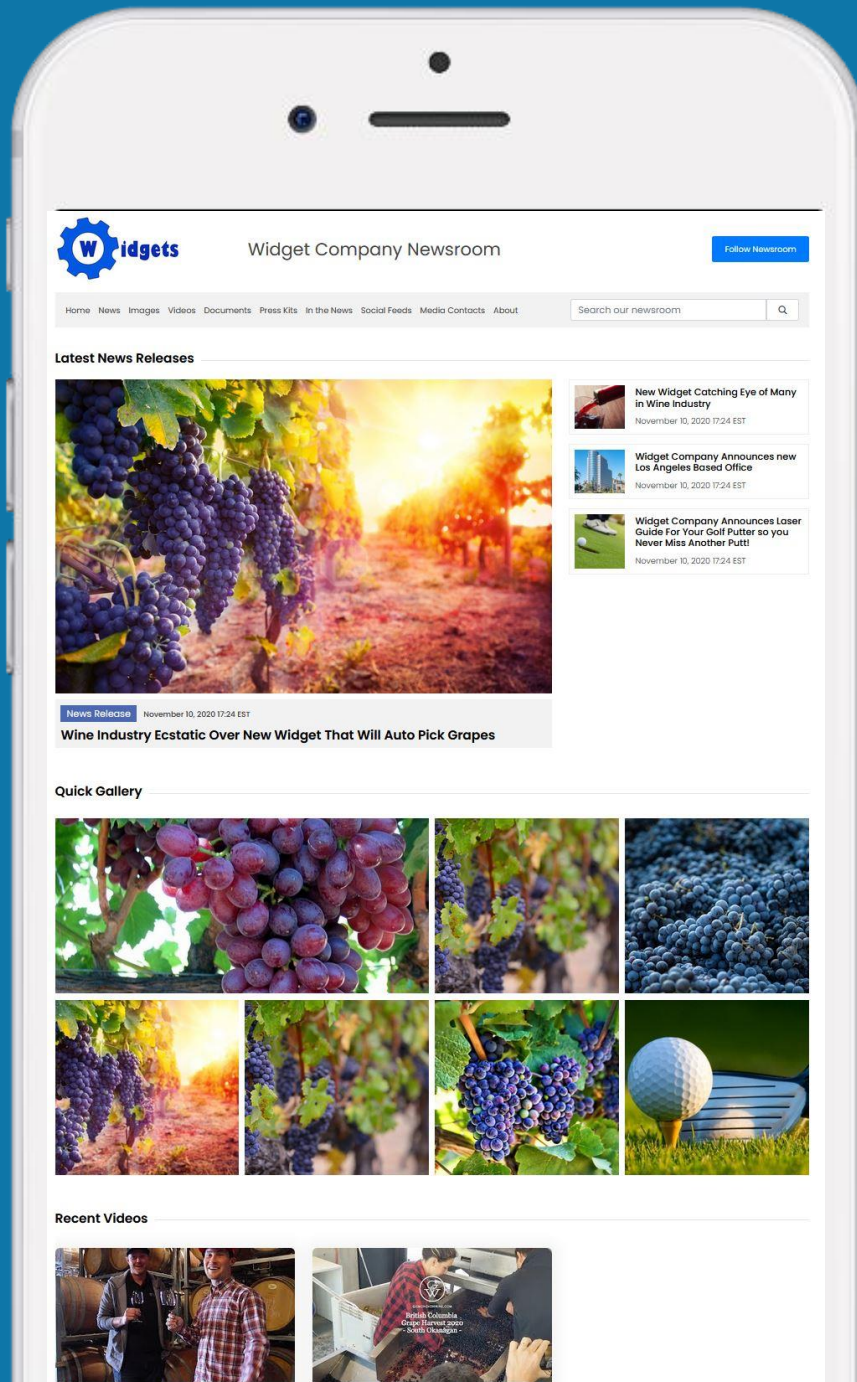
Distribution news stories regularly are vital. A journalist may not publish your article immediately; however, they may take one of two actions. First, they may stick your press release in their back pocket, knowing that they have a segment coming up months later that your story is suitable. We have heard of stories published as much as five months later. Secondly, a journalist may be looking for an industry expert for advice for an upcoming article. Because they have seen your regular publications, they may look to you as the expert. If they look to you for the expertise and include you and your company in their article, this becomes 'earned media.'

This type of earned media is priceless, a milestone that many business owners strive to achieve. First, it is not biased, it is written entirely by a trusted source, and readers see your name and or company and associate this trust. The instant trust and recognition for your brand is not something that can be purchased. The value in this type of earned media far outweighs any paid advertising spot.

The key is consistency with excellent value content and not using a hard sell for your product or service. Take the time to build trust, and good things will happen organically on their own.

04

Having somewhere to showcase your press release once it is written and out there is key.



You have spent a great deal of time and thought, putting your news release together. You have had it distributed to the media, and now you sit back and wait. You are now attracting potential journalists and or bloggers looking to further your story (more than likely to write their version). They decide to write an article but need further details as your original press release whetted their appetite for a story. Who is your media contact? (Who do they reach out to?), where can they download high-resolution images? You just announced a new gadget. Do you have a media kit available to journalists for your new gadget? (A media kit is a download that may contain your original PDF/Word Doc press release), high-resolution product images, possibly a PowerPoint presentation, high-resolution logo, or more). More prominent companies usually have all this available on their website under a 'newsroom' tab.

For any business, having a professional newsroom that is easy to use and easy to find on your website is essential, no matter how big or small your business is.

Critical components of a newsroom may include corporate or product press kit information, access to images, video, spec sheets like PDF's, and media contact information along with some information about the business like a timeline of the business success.

The newsroom functionality and behavior is not a standard piece of software you can 'buy off the shelf,' like shopping cart software. Being non-standard means hiring a programmer for a custom newsroom that could easily cost thousands of dollars because the programming is specific. Many small and medium-sized businesses (typically with annual revenues under \$1 million) may be dissuaded because of these costs. If a journalist chooses two companies to do a story with, they may select the company that has their information in order and is easy to access. They don't have time to wait for people to get back to them. Not having this information available could lose your chance of a premium story getting published.

A few key features to look for in a newsroom:

- 1 A newsroom provider should have the ability to send your press release to the media and update your newsroom with your press release at the same time.
- 2 A newsroom should have the ability to be followed, which means that individuals become updated when a change in your newsroom occurs, like the addition of a new press release.

- 3 A newsroom should provide easy access to your social media channels and their associated posts. Having the ability to sort social media channels is also a nice bonus.
- 4 Featured content is more likely to be shared; it needs to be in a prime newsroom location that is highly visible, such as the newsroom's homepage. Having a tool like a rotating carousel of your news and images provides a satisfying variety that will draw the viewer's attention.
- 5 Another critical point for a great newsroom is to ensure your media contact information is available in one central location.
- 6 Newsrooms directly connected to the media help keep the media members up to date as the information becomes added to a newsroom.
- 7 From a design point of view, newsrooms need to be designed with a mobile responsive design set, making it accessible by phones and tablets. Many journalists are on the road, away from a PC, and are looking online on their phones or tablets. Having a mobile responsive design makes their job easier.

A fundamental consideration to keep in mind is that your newsroom will also become a source for many individuals outside of the journalism realm, like researchers, bloggers, customers, and industry partners.

Providing a professionally designed newsroom that allows journalists, bloggers, and researchers easy, organized access to your content eliminates the need for them to contact you or your people to send them the information they desire. In turn, making it more likely your article is published promptly.

When a television station, newspaper, or trade publication covers you, this is significant. Having an organized place for that information within your newsroom is very important. It lends credibility to your business, creates interest, and gets more people to pay attention to your business.

When a journalist or researcher visits your website, they don't want to spend time looking for your newsroom. It should be easily accessible from the main menu heading off your homepage

05

A few extra tips and tidbits to help your press release.



A FEW EXTRA TIP TIDBITS

- ✔ As we initially mentioned at the beginning of this book, your headline is the most crucial factor in determining whether your news is picked up or not. After the headline, the first two sentences, or your sub-headline, are the next most important factors. Keep them short and to the point.
- ✔ Congratulations, you have managed to keep your readers interest past your headline and have them into the body of the remainder of your news release. Again, do not break into the technical jargon; keep the wording simple. We cannot stress the importance of avoiding technical terminology. If you want to write a technical document, write a white paper to post to your newsroom available for download.
- ✔ Try to keep your word count to under 400 words. When a journalist looks at a news release, aside from the headline, the next thing they will look for is whether they receive 'text shock' and drop your press release. Text shock is a wall of text that appears to go on and involves too much time to read, and unless you are a significant company like Apple, 1,500 words would more than likely not be read, primarily if your company is unknown.
- ✔ The day your news goes out, post your news release to your social media with a link to where your story is. Most news companies provide you a link to where you can find your press release. If you have a newsroom, you can point them there!
- ✔ In our experience, the best days of the week for a news release to go out would be Tuesday – Thursday. We have found that Friday's people mentally check out around lunchtime, and on Mondays, many are catching up from what happened Friday afternoon when they mentally checked out and are also planning their upcoming week. As far as time of day, either before financial news is released, or after works best to not compete with this news. We would avoid 9 am – 10 am Eastern.
- ✔ If your business is local, finding a news distribution partner that distributes your news locally is more efficient than a 'splatter distribution.' Quality is better than quantity. For example, suppose you are a local widget-maker catering to your specific city, like Portland, OR. In this example, you are more likely to see success from your news going to ten journalists directly in your city of Portland, OR instead of 10,000 journalists around the rest of the country. A radio station in Charlotte, NC, will not have any interest in a story local to a city on the other side of the country.

A PR Karma news release and its professional newsroom products are a combined tool you can use to make sure you're getting the best visibility and presentation possible.

We may not have the tens of thousands of distribution points of some news distribution companies; however, the thousands we do have are quality journalists at an introductory price point of less than a dollar per day. That also includes the hosting of your professional newsroom.

The six critical features of PR Karma get answered with these questions:

- 1 Is the option available to send out a monthly news release to keep your audience up to date regularly?
- 2 Are you able to target individual cities or state / prov with your news distribution?
- 3 Can you select your own time and date for your news to go out?
- 4 Is your news posted in your company professional-looking newsroom?
- 5 Do you have the ability to add a press kit to your news release and newsroom?
- 6 Can you have high-resolution images in your newsroom available for download?

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