

Slide 1: Crafting the Press Release

- **Headline**
 - Create a compelling and concise headline
 - Include key information and relevant keywords

- Lead Paragraph**
 - Answer the who, what, when, where, why, and how
 - Engage the reader with a strong opening sentence

- **Body Content**
 - Provide detailed information and supporting facts
 - Include quotes from key stakeholders
 - Use bullet points for readability

- Boilerplate**
 - Add a brief description of your company
 - Include contact information

- **Multimedia**
 - Attach high-quality images
 - Include videos or infographics
 - Ensure all media is properly formatted and credited

Slide 2: Distribution Strategy

- **Choose Distribution Channels**
 - Press release distribution services (e.g., PR Newswire, Business Wire)
 - Direct emails to journalists and influencers
 - Publish on company website and blog
 - Share on social media platforms

- **Targeted Outreach**
 - Identify relevant journalists and media outlets
 - Personalize pitches for each contact
 - Include a brief and compelling email body

- **SEO Optimization**
 - Use relevant keywords throughout the release
 - Include links to your website
 - Optimize images with alt text

Slide 3: Timing Your Release

- **Best Day to Release**
 - Choose Tuesday, Wednesday, or Thursday
 - Avoid Mondays and Fridays

- **Best Time to Release**
 - Early morning (8:00 AM - 9:00 AM ET)

- Mid-morning (10:00 AM - 11:00 AM ET)

Slide 4: Releasing for Free

- **Utilize Free Distribution Services**

- PRLog
- 24-7 Press Release
- Online PR Media

- **Leverage Owned Channels**

- Publish on your website and blog
- Share via social media (Facebook, Twitter, LinkedIn, etc.)
- Send to your email list and newsletter subscribers

- **Reach Out to Local Media**

- Contact local newspapers and radio stations
- Engage with local bloggers and influencers

Slide 5: Post-Release Activities

- **Follow-Up**

- Send follow-up emails to journalists
- Offer additional information or interviews
- Be available for questions and further engagement

- **Monitor Coverage**

- Track media mentions and coverage

- Use tools like Google Alerts and media monitoring services

- **Analyze Performance**
 - Measure the impact of your release
 - Look at website traffic, social media engagement, and media pick-up
 - Use insights to improve future releases

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