



Press Release Distribution Plan Template

Press Release Title:

[Insert the title of your press release]

Release Date:

[Specify the exact date and time for the release]

Objective:

[Clearly state what you aim to achieve with this press release, e.g., increase brand awareness, announce a new product, invite to an event, etc.]

Target Audience

Demographics:

- [Define the age, location, interests, and other demographics of the audience you want to reach]

Industries:

- [List relevant industries if applicable]

Media Outlets:

- [Identify specific newspapers, magazines, blogs, and media platforms that your target audience frequents]

Distribution Channels

1. Direct to Journalists:

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- [List individual journalists by name, their media outlet, and why they are relevant to your press release]
 - [Include their contact information and notes on previous interactions if any]
2. Online PR Services:
 - [List distribution services (e.g., PR Newswire, Business Wire, etc.) and the specific distribution packages that fit your needs]
 3. Email Distribution:
 - [Outline the process for sending the press release via email. Include a schedule for follow-up emails]
 4. Social Media:
 - [Specify which platforms (Twitter, LinkedIn, Facebook, etc.) you will use to share the press release]
 - [Detail the type of content to be shared on these platforms, such as posts, infographics, or videos]
 5. Company Website:
 - [Detail where on your website the press release will be posted (e.g., in the newsroom, blog, or as a banner)]
 6. Industry Forums and Groups:
 - [Identify any relevant online forums, professional groups, or bulletin boards where the press release can be shared]

Tools and Resources Needed

Press Release Distribution Software:

- [List any tools or software needed for distribution, e.g., email marketing tools, social media management tools]

Media List:

- [Details about how the media list will be compiled or updated]

Tracking and Analytics Tools:



- [Specify tools for tracking the performance of the press release, e.g., Google Analytics, email open rates]

Monitoring and Follow-Up

Tracking Engagement:

- [Define how you will track media pickups, mentions, and the overall reach of the press release]

Responding to Inquiries:

- [Who will be responsible for responding to media inquiries and how they will manage responses]

Evaluating Performance:

- [Criteria for evaluating the success of the distribution plan based on the initial objectives]

Review and Adjustments

Review Schedule:

- [Set dates for reviewing the performance of the press release]

Adjustments:

- [Outline potential adjustments based on the performance metrics and feedback received]

Conclusion

[Include any final thoughts or reminders for the team responsible for implementing the distribution plan]