

Strategies For Using AI To Generate Press Releases

In today's fast-paced world of communication, becoming proficient in using AI to write a press release draft is a game-changing skill for those who want to stay ahead of the competition and craft impactful stories efficiently and effectively.

Step 1: Enter basic details about your pitch

Share information on what you want to write about.

- Start the process by choosing the type of your press release – is it a product launch? A survey or report you'd like to publish? Or is this press release announcing something?
- Once you select the type, the AI will ask you to pick your target audience. There are predefined options, such as industry players or customers, but you can also add your own to make your press releases stand out even more with specially targeted information.

- Then (and this part is awesome about creating a press release with AI), choose the language you want to write it in. It's great for anyone who works with international clients, widens your reach (since you can pitch to local communities as well), and, most of all – reduces the need to hire foreign press release writers.

It's also a completely different system from Google Translate, meaning it translates in a contextually relevant manner.

- Last, it's time to power up the press release maker with three key messages you'd like to share. Here, you'll want to be as specific as possible and ensure that whatever you choose is the most relevant information. You can use these key messages and turn them into highlight quotes.

Of course, the more details you provide, the better, but remember to keep clarity and focus in this step – the custom questions you'll read about in the next step will be based on what you've put in here.

□ **Step 2: Answer relevant questions**

Once you're done gathering the basic information, the AI will ask you more in-depth questions designed to mirror a natural conversation with the journalists you're targeting.

You'll receive ten questions tailored specifically to the content you shared earlier. This will complete your press release and reduce the need to answer many follow-up questions from the person you're pitching to.

So, for example, if you're announcing a brand's new food product for diabetics, the AI might ask you to specify if the product was clinically tested, what proof you have to back up this claim, or how attractive the pricing is compared to what's already available on the market.

Not only does this streamline the communication process and help lay out all the information journalists care about, but it also ensures

that the press releases it generates are strictly aligned with the interests and needs of the journalists you want to engage with.

□ **Step 3: Set tone and voice**

Since personalization is one of the most important ingredients to a successful pitch, it's time to set the tone and voice for your press release. Whether you use a more formal tone or something more friendly and easy to read, you know what resonates best with your target audience.

Remember that press releases are a huge part of your branding, too. Setting the right tone and voice will help you stay consistent with your brand's image and reinforce it through written communication.

For example, an exciting product launch for a company targeting younger generations may benefit from a friendly tone. In contrast, crisis management press releases might need something more professional or empathetic.

□ **Step 4: Customize and edit the press release draft**

Once drafted, you can adjust header font styles, fine-tune the content just like you would in a regular text editor, adjust your press release length, and cater it into a format you're happy with. You can also download and send the document for the client's approval.

Customizing and editing your press release draft is a pivotal stage. This is not only to match the format you desire but also to ensure that your messaging is clear and concise while adhering to the fundamental principles of the "Five Ws": who, what, when, where, and why.

An AI Assistant trained in PR writing best practices reviews the draft and suggests improvements based on 11 key criteria, indicating exactly where to edit.

You can follow AI suggestions and select any part of the text—a sentence or a paragraph—wherever you feel it needs polishing. Ask

AI to rewrite it by regenerating it or making it longer or shorter. Additionally, you can change the tone or language of the entire press release.