

6 Awesome Hacks to Creating the Perfect Press Kit

Have your own website

If you don't have a digital presence in today's digital world, you are losing out on a great deal. So, start from there. You can create your webpage and fill in relevant content on relevant pages. Have a compelling landing page with information about your brand, products, and services.

Add a separate section for press and media

You can name this page whichever way you like, as long as it has a proper press kit available online. This page should have all relevant resources about you and your brand. The objective of this page should be to make everything accessible to the masses.

Include relevant content in the press kit

This is where you choose and decide the most relevant information you want to share with the media. The inclusions might be your brochure, awards and recognitions, partners, sponsors, clients, event updates, etc.

Keep the press kit updated

Your press kit should not be outdated. It should have information covering the most recent developments for your brand. Avoid using old flyers and brochures just to fill up the kit.

Keep your press kit organized

A good way of creating a press kit is to organize it into different sections. You can use colored strips to segregate the sections or use different headers. Try not to use too many colors to avoid visual saturation and use legible fonts.

Include a CTA

This is optional, but a CTA is a good-to-have component of press kit design.