Things To Look Out Before Sending A PR Email Template

Now, you have written your PR email template and want to send it, so what's next? Of course, you have to be sure it's perfect to send. Before you send a PR email template, there are several key aspects to consider to increase the chances of your pitch being successful. Let me break down these important elements for you.

#1. Email Subject Line

Your subject line is the first thing journalists see, so it needs to grab their attention and entice them to open the email. Use concise and clear language that conveys the main point of your press release.

For instance, instead of a vague subject like "Company Announcement," try something like "New Tech Startup Revolutionizes E-Commerce."

#2. Contact Information

Make sure your contact information is prominently displayed in the email. Include your name, title, email address, phone number, and any other relevant details. Journalists need to know who to reach out to for more information or follow-up questions.

#3. The Press Release Itself

Keep your press release concise and focused. Provide all the essential information in a clear and organized manner. Avoid using jargon or overly technical language that might confuse or alienate the reader.

Remember, journalists are busy, so make it easy for them to understand the key points quickly.

#4. Actionable Language

Use strong and actionable language in your email and press release. Highlight the most important details and call to action so that journalists know exactly what you want them to do.

For example, instead of saying "Our company is pleased to announce," try "Don't Miss Your Chance to Discover the Next Big Thing in Technology!"

#5. Identify the Right Journalists

Research and target the journalists or media outlets that cover topics relevant to your press release. Sending a generic pitch to a list of contacts is less effective than personalized emails to journalists who have a history of covering similar stories.

So, focus your message on their interests and beats for a higher chance of coverage. For instance, "Hi Sarah, I noticed your recent article on emerging trends in the tech industry and thought you might be interested in our latest study on the same topic."

In conclusion, crafting an effective PR email template requires attention to detail, clear communication, and personalization. By focusing on these key elements - subject line, contact information, press release content, actionable language, and targeting the right journalists - you can increase your pitch being noticed and acted upon by journalists.