



Effective Press Releases

All businesses can benefit from press release distribution.

No matter what industry you're in and no matter how small or big your company is, you can benefit from press release distribution.

Remember, you can't get that publicity unless you tell your story.

Press release distribution is fairly inexpensive. Most companies write their own press releases. The only expense comes with hiring a press release distribution service to get the story in the hands of key media members. But even this is inexpensive, and when compared with paid advertising, press release distribution is almost always the more affordable option.

You can boost your company's visibility. This is especially important for small businesses like veterinarians. By sticking to a long-term press release distribution strategy, you let customers know who you are, what you do, and why they need you. You also gain the attention of journalists, and over time, they start to trust you more and give you more media coverage. Press releases can establish you as an industry expert. Expertise helps you gain the trust of your customers. Once they trust you, they're likelier to buy from you. But being an expert is also good for media relations. Whenever the media needs someone to comment on a story related to your industry, you want to be the one they call on.

Good press releases can spread far and wide. Most major media outlets get a significant percentage of their stories from local media outlets throughout the world. That's how the news industry works. One reporter picks up a story, and then it spreads from one publication to the next.

Use your news to get more customers. With today's online press releases, the media is no longer the only audience you're writing for 80 million people who get their news online every day.

Investors keep up with the news too. Press releases highlighting the successes and advancements made by your company can be powerful tools for attracting investors. Make sure to set up an online news room on your website for investors to browse through.

DO's

Start Strong: Grab your reader's attention. Your headline, summary and first paragraph should clarify your news. The rest of your release should provide the detail.

Identify Yourself: Within the first few paragraphs

Write Professionally: Avoid hype, slang, excessive exclamation points or some other common mistakes. It is news not an advertisement. Avoid sloppy language, be professional. Less is more.

Limit Jargon: Speak plainly using ordinary language. Using an abundance of technical language and jargon limits your reading audience.

Avoid Clichés: Avoid phrases like "customers save money" to announce or describe. Focus on the aspects of your announcement that truly set you apart from everyone else.

Information is Informational and Timely: Who is your audience? Will someone else find your story interesting? Answer the question, "Why should anyone care?"

Pick an Angle: Have a good hook. Tying your information to current events, recent studies, trends and social issues brings relevance, urgency and importance to your message.

Use Anchor Text and Features: Attach logos, head shots, product shots, photographs, audio files, video files, PDF documents or any other supplemental materials that build up your release. Use anchor text and hyperlinks to point readers back to your site

Illustrate the Solution: Use real life examples to illustrate how your clinic solved a problem. Identify the problem and why your solution is the right solution. Give examples.

Toot Your Own Horn: Become an expert. Have you reached a milestone, celebrated an anniversary, hired a doctor, experienced significant growth or received an award, tell the world what you did right. Or, write a release that offers readers tips or help in your field of expertise.

Don't Give Away All the Secrets: Tell readers where they can go to learn more. Provide links in your press release directly to the page on your website and Call to Action items.

Stick to the Facts: Tell the truth. Avoid fluff, embellishments, hype and exaggerations. If you feel that your press release seems sensational, there's a good chance your readers will think so too.

Use Active Voice: Active verbs bring your press release to life. Replace "entered into a partnership" with "partnered" instead. Use strong verbs. For example, "the committee exhibited severe hostility over the incident" reads better if changed to "the committee was enraged over the incident."

Economize Your Words: Be concise. News search engines sometimes reject news releases with overly long headlines, excessive lists and high overall word counts. Eliminate unnecessary adjectives, flowery language or redundant expressions such as "added bonus" or "first time ever."

Proofread: Write your press release in a Word or other text format to use spell check, print it, proofread, rewrite and proofread again.

DON'T'S

Avoid

- All capital letters to emphasize anything.
- Grammatical errors.
- Lack of content and substance.
- Advertisements or promotional/fluffy language.
- Hype.
- The words "you," "I" or "we" outside of a quoted statement

Topic Ideas

- Announcing a new product or service
- Winning an award, earning a certification, attending a class, as a business or individuals.
- Hosting or part of a fundraising event, partnership with a charity you are raising funds or a food drive or created team for a run/walk.
- Announcing an employee change- promotions, new staff, expansion
- Launching a new partnership or expansion
- Grand opening or re-grand opening
- Important Milestones . anniversaries, important dates, anniversaries
- New Products or Services Announcements
- Change of address, phone, social media, website updates

Where do I send the Press Release?

Do your research and get the contacts for all of your local newspapers, community publications, radio and television stations.

Pay attention to the newscasters who have a special affinity for animals. They can become your best advocate.

Also, radio and television stations are always seeking human interest stories so be on the alert and send your ideas.

Always post your press releases to the many free offerings on line such as PRLog.com