

HOW TO

WRITE A SUCCESSFUL PRESS RELEASE

IN 2022

mynewsdesk

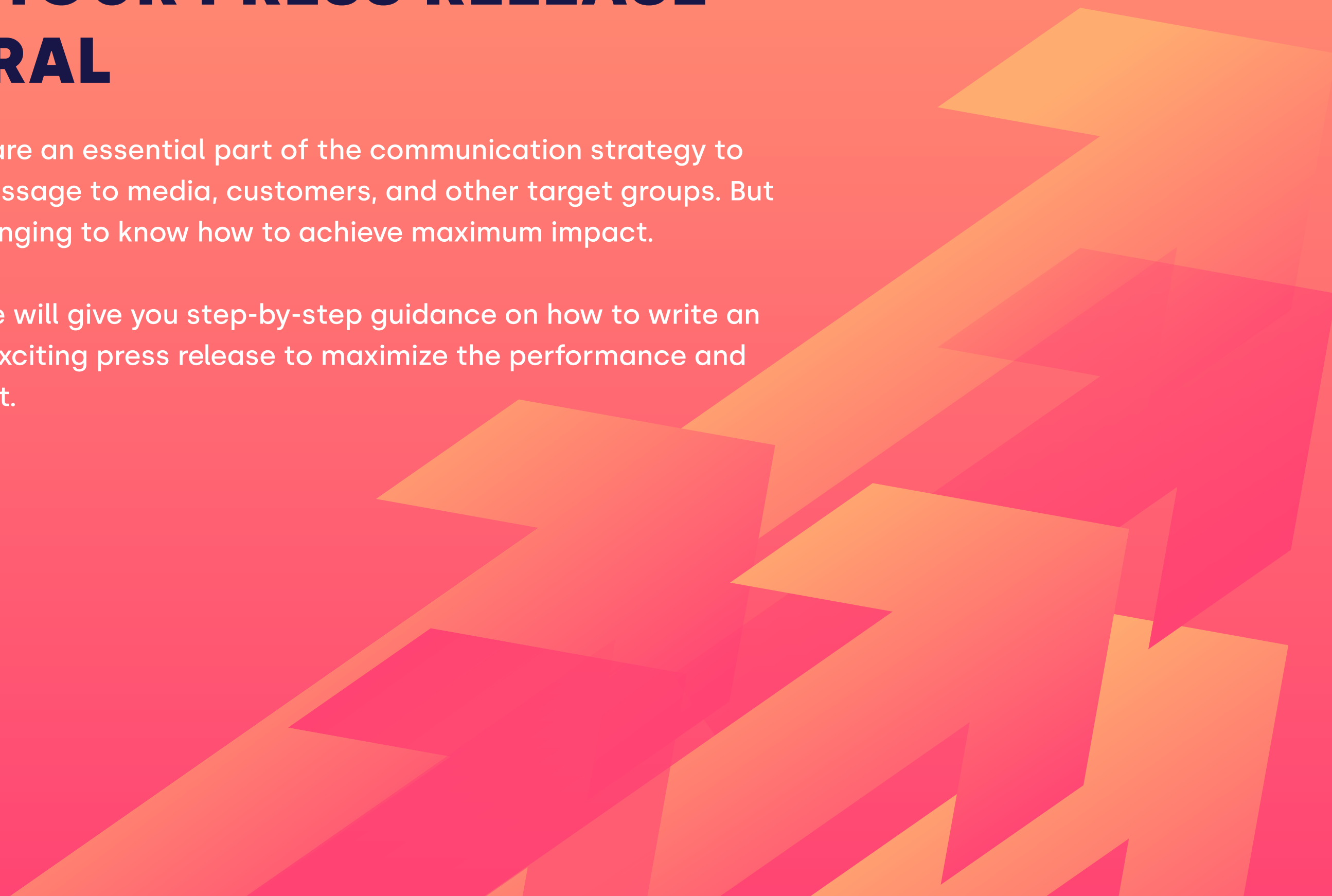


STEP BY STEP

MAKE YOUR PRESS RELEASE GO VIRAL

Press releases are an essential part of the communication strategy to convey your message to media, customers, and other target groups. But it can be challenging to know how to achieve maximum impact.

In this guide, we will give you step-by-step guidance on how to write an engaging and exciting press release to maximize the performance and business impact.





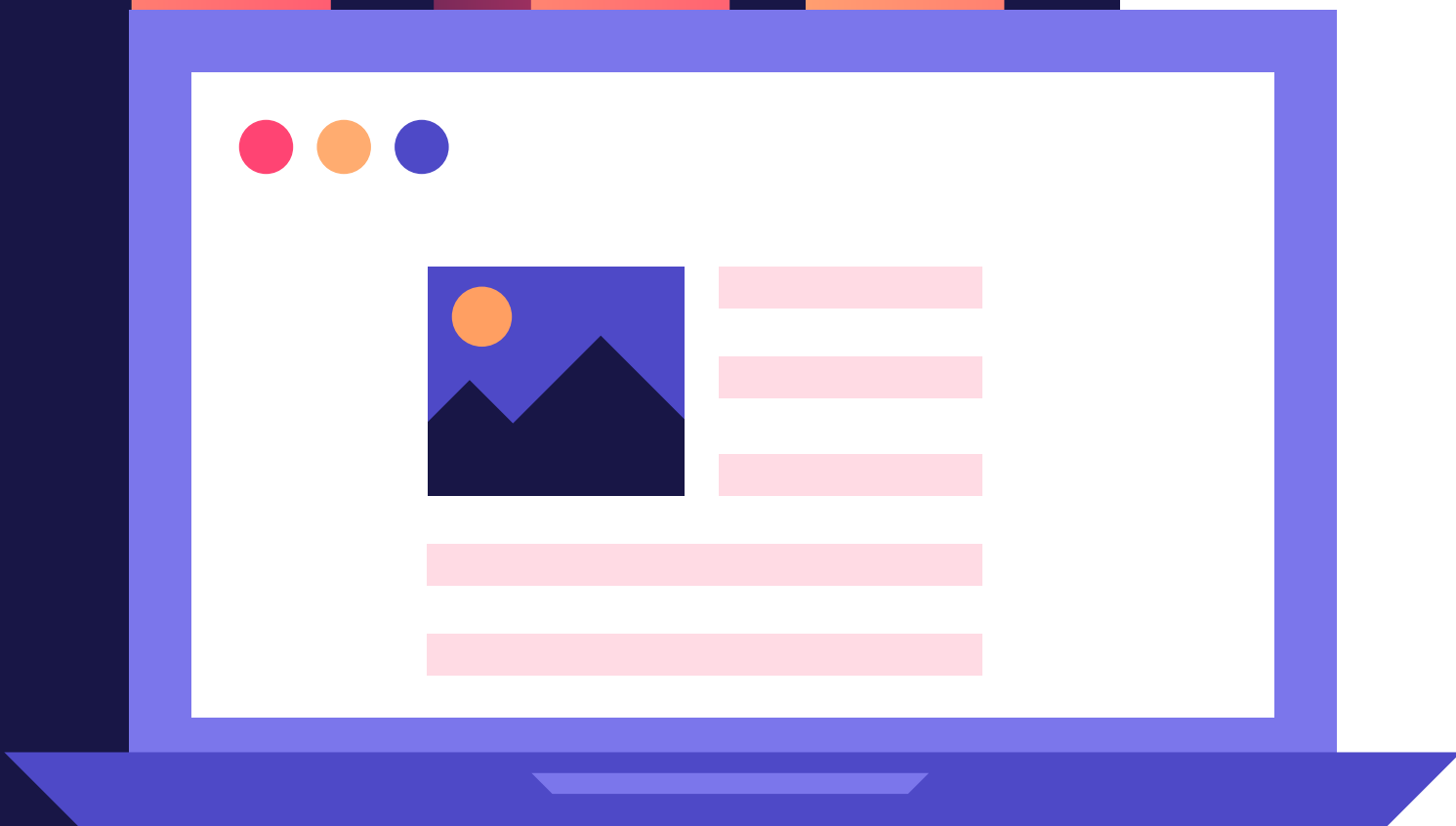
PRESS RELEASE -

A CREDIBLE WAY TO REACH YOUR TARGET AUDIENCE

We live in a time where we are bombarded with all types of content, across different channels and through various devices. This content chaos has created a higher demand for PR professionals and communicators to develop trustworthy, valuable, and exciting content to break through the noise.

Media and consumers consider press releases to be a trusted source of data and information. So just by choosing a press release as your format, you will add credibility to the information you want to share. However, it is essential to think about the bigger picture and oversee all aspects when writing and publishing a press release to maximize impact and performance.

Cut through the content chaos - Try 10 days for free



BEFORE YOU START:

RELEVANCE-TEST YOUR NEWS

When communicating, you must always think about the meaning and purpose of the information you want to share. So, in terms of the message in your press release, you have to ask yourself: Is this valuable to others?

A few things to consider:

- **Timing** - is your news up to date?
- **Identification**- can the audience identify with your story?
- **Significance** - is the content interesting to the audience?
- **Worth reading** - is the content unique, inspiring, or educational?

Extra tip: Keeping track of hot topics, news, and trends related to your industry is beneficial when evaluating the relevance of your content. Media monitoring makes it easy for you to keep track of what is written about your brand, your competitors, and your industry - and to map trends over time.



REACH YOUR TARGET AUDIENCE

The next step is to make sure you reach your audience. You have something of value to tell, but how do you maximize the impact?

Your existing network

You may have a contact list with customers, media personalities, journalists, and other stakeholders that you have collected yourself. These contacts are, of course, valuable for you to share your information with since they have shown interest in your previous content. Perhaps you have organized your contacts according to interests, earlier interaction, engagement, and/or rewrites. Evaluate your contacts and add those to your audience that you think would see value in your upcoming press release.

Reach new contacts - 10 days free trial

New contact networks

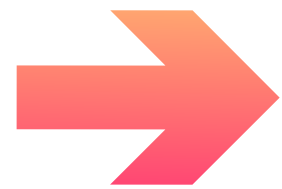
Different publishing platforms allow you to broaden your reach by offering access to their contact database. Depending on where you are publishing, you can add those new contacts to your audience and get a broader reach with your press release.

Optimize SEO to reach more people

In addition to exciting content and contact lists, you need to think about search engine optimization. Search engines are a great way to reach those people who are actually searching for similar information. Think about which keywords to use and review the readability of your text so that the algorithms can read your content. Of course, SEO is more complex than that but with the assumption that your business has a strong domain, overseeing keywords and readability is a good start.

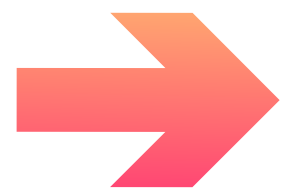
THE QUINTESSENTIAL COMPONENTS OF THE PRESS RELEASE

Now that we have covered the purpose and audience, it's time to start with the creation of your press release. When writing your press release, make sure it is:



Short and interesting.

The average time spent reading a press release is 3 minutes and 39 seconds. Make sure that your press release captures the recipient's interest, but keep it short and sweet.



Easy to republish

45% of all journalists consider time to be their biggest frustration. Make it simple and write your text to make it easy for a journalist to edit and republish.



Well-structured

A press release needs to make the reader curious to continue reading, and a disorganized one will have the opposite effect. When writing, keep in mind:

- **Be clear about who the sender is.** Make sure that the company name is visible in the email and the subject line, and in the actual press release.
- **Use interesting headlines.** The subject line and introduction will be the first thing the recipient sees. Make sure it captures interest and the desire to read more.
- **Use subheadings.** Long texts are difficult to read. Make sure to structure your press release, so it is easy to follow your argument.
- **Source criticism.** Always make sure to double-check your facts and sources. Why not triple-check... just to be sure?
- **CTA.** Always link to related content to inspire further interest.
- **Extra spice?** Use quotes to express feelings and opinions.

LAST BUT NOT LEAST:

ANALYZE AND OPTIMIZE

Don't think that once you hit "publish" the work is done. No, no. This is when the fun begins! It's time to shift focus and look at what happens to your press release once you've published it.

Why is this important? Because the data can offer you insights on:

- How your press release is performing
- How your audience is responding
- The overall impact



Exposure and republications

Did your press release get the spread you expected? Did you reach your target audience? With the help of [data and analysis tools](#), you can see the traffic and engagement of your press release and possible mentions in other media and/or by other people. These insights can give valuable information on how your press release has performed.

Analyze clicks, shares, and downloads

Depending on how you have chosen to distribute your press release, you can evaluate opened emails, clicks on links, shares, and downloads of related material. These insights are a great way to assess the engagement among those reached by your news.

Draw conclusions from your insights

Don't stop at just evaluating and analyzing. Use the insights that you received from your press release and draw lessons on how to work in the future. How can you develop your communication to reach even more people, be even more relevant, and build stronger relations with your audience?



72%

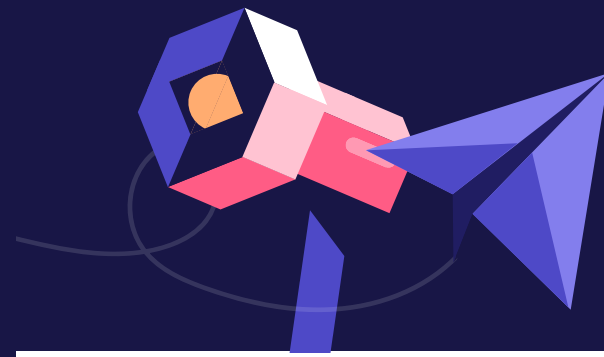
**of Mynewsdesk's
customers have press
releases republished.**

ACHIEVE THE FULL EFFECT OF YOUR PRESS RELEASE WITH MYNEWSDESK'S SOLUTION



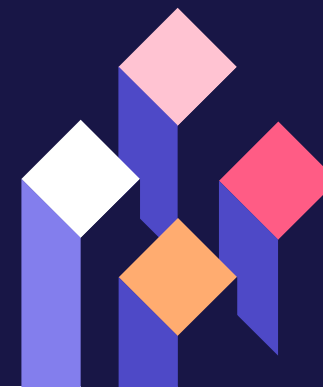
CREATE AND PUBLISH

Create press releases, news, and blog posts that cut through the noise and gather all published press materials in a professional-looking newsroom.



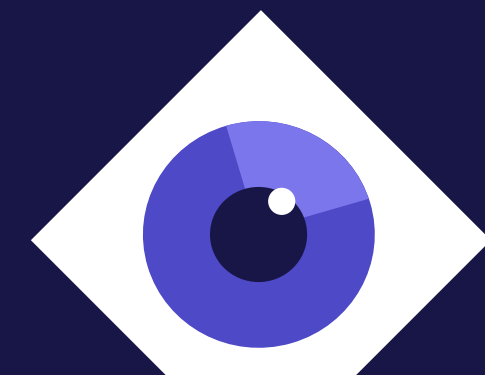
MAXIMIZE YOUR REACH

Increase your reach with our extensive journalist database and strong SEO while smart tech matches your content with the right journalists globally and locally.



ANALYZE AND REPORT

Track your media coverage, be data-driven in your PR efforts, and create reports that show the effects of your communication.



UNDERSTAND YOUR AUDIENCE

Easily monitor millions of sources in real-time to discover trends, track your brand, and work proactively with crisis management.

SMART PR FOR MAXIMUM REACH AND IMPACT

Are you looking for a solution to help you achieve maximum reach and a measurable impact from your PR and communication efforts?

About Mynewsdesk - The smart way to improve awareness and relations

Mynewsdesk helps companies create awareness, find the right audience and build strong relationships. By providing a user-friendly online platform, Mynewsdesk simplifies the publishing, distribution, and measuring of all your PR and communication efforts.

Start a free trial of Mynewsdesk today!

WITH 1.6 MILLION UNIQUE VISITORS MONTHLY, 70% OF MYNEWSDESK'S 4,000 CUSTOMERS GAIN MEDIA COVERAGE.

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Reshaping PR & Communications

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