

Press Release Beginnings

reminder:
every marketing touch point
matters



press release

noun

/ˈpres rɪˌlɪs/

a written statement from a person or group that is given to a newspaper and broadcasting organisation to become part of the news.



THINK LIKE A JOURNALIST!

Who might you be talking to? Write down a list of at least FIVE people/ businesses/ publications that you would like to be connected to:

- 1.
- 2.
- 3.
- 4.

5.

When might you need to share news about you? Your work? Think about the time of the year and how it connects to your work...

What do you think makes a good press release? What would you want to share with your audience?

A GREAT Press Release is a GREAT Story – what's yours?

(Keep It Simple – KISS!)

He said, she said... any GREAT quotes that could support your PR – THINK about your academic experiences to date, what can you draw upon? Who might you ask to speak well about you? Your work?

Keep in touch! Ensure you have ALL of your contact information included, make it easy for people to contact you and get more info

Is it a physical object? How does it feel in your hands? How will it travel? Consider all of the resources available to you – how do you ensure that THIS package is opened and enjoyed by the right people?

RP GOAL



THE GOAL OF A PRESS RELEASE?

What is the goal of a press release?

Any time you send out a press release, you should have a specific goal you're working toward.

If you don't have goals, your press release distribution will be aimless and ineffective, and you'll never be able to effectively measure your results because you have nothing to compare it against.



PRESS RELEASE



Most startup PR campaigns don't fulfill their goals, and most companies who start PR campaigns end up disappointed.

I would say that goal number one should remain as it has always been. That is to make more people, the right people aware of your new

product



Defining and setting the right goals for your campaign is crucial. And the good thing is that there are no rules – other than the fact that without realistic expectations