



How to send your press release

Webinar: Sep 9, 2020

General Guidelines

- If emailing multiple journalists make sure to BCC your contacts
- Individual emails are preferred; should be personalized
- Keep your pitch short and sweet; then paste release
- Always paste your press release into body of email
- If a photo is key, paste in a low resolution version; never attach
- Send early in week; early in day for best results

How to amplify your reach



Support Yourself

Use your owned media, like website, blog, social channels to create content that supports your release. Consider paying for ads to boost your news.

Have a Great Photo

A great photo can make or break a story. While it's good to have a mix of orientations; horizontal high resolution images tend to be the more requested ones.

Consider a Newswire

Using a newswire service can increase your search engine optimization and build backlinks; as well as catch the attention of media. Some offer free entry-points, while others are pricy.