

PR 101

How to generate publicity
to enhance your business' visibility

Are you looking to get your business some media-love?
Here's a step-by-step guide for giving your news the visibility it deserves!

Step 1: Write a media release

A media release is just document that lists all of your announcement's information in one place. Take a look at this sample release and follow these tips!

- 1. Keep it short!** Try not to exceed on page.
- 2. Make it search-able.** Put all of your most important info and keywords in the header and first paragraph.
- 3. Just the facts.** Press releases are pretty dry: no extra adjectives or unnecessary descriptions!
- 4. Speak to the heart with a great quote.** The only place you can infuse your release with a little emotion is in the quotes you include. Make them compelling!

Sample Media Release

The sample media release is titled "Laura Farmer Marketing Provides Free PR Tutorial". It includes a "FOR IMMEDIATE RELEASE" header, a "Media Contact" section with Laura Farmer's details, and a quote from her. The release is dated "BALTIMORE (April 15, 2020)". Callouts from the left point to the "Company logo", "Header and sub-head", and "City and date". Callouts from the right point to the "Contact info", "Important info", "quote", and "company info".

Step 2: Distribute your release

Option #1 Build your own list. This is the cheapest and most targeted way to reach the media that matters to you. It is organically created by brainstorming the news outlets in your area mostly likely to care about your news, then searching for the media contact at that news outlet most likely to run your story. Drop those contacts into an excel spreadsheet and you've got your list!

Option #2 Pay for a distribution service. The best-known service is Cision PR Web. Businesses can pay a one-time fee for each release they distribute. A sales rep who can walk you through the process.

Option #3 Subscribe to a media service. Again, the best-known is Cision PR Web. This is basically Google for media outlets and contacts that can build custom lists.

Step 3: The "Art" of PR

PR is an art, not a science. It's usually not enough to just send a release. In order to score a feature article or news story, you will need to follow up with individual media members and sell them on why they should be interested in your news. You'll get further if 1) you have worked with them before so they know you and, 2) you've done your research and are pitching the right contact.

Step 4: Make Your Own News!

News is no longer exclusively moderated by official news outlets. YOU are your own media outlet! Create great social media blogs, videos and photos to amplify your news.