

How To Create Press Releases That Don't Suck





The press release refuses to die

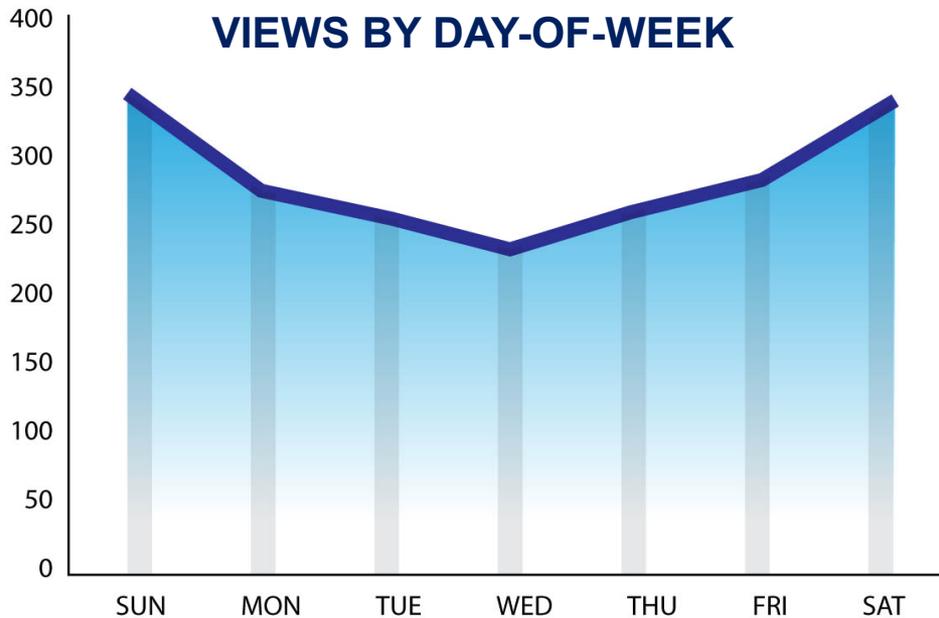
Reports of its demise have been greatly exaggerated

Why?

**Done right
it still works –
and works well**

FACT

The average press release is read 275x in the first week



Source: HubSpot

**Press
releases
get read**

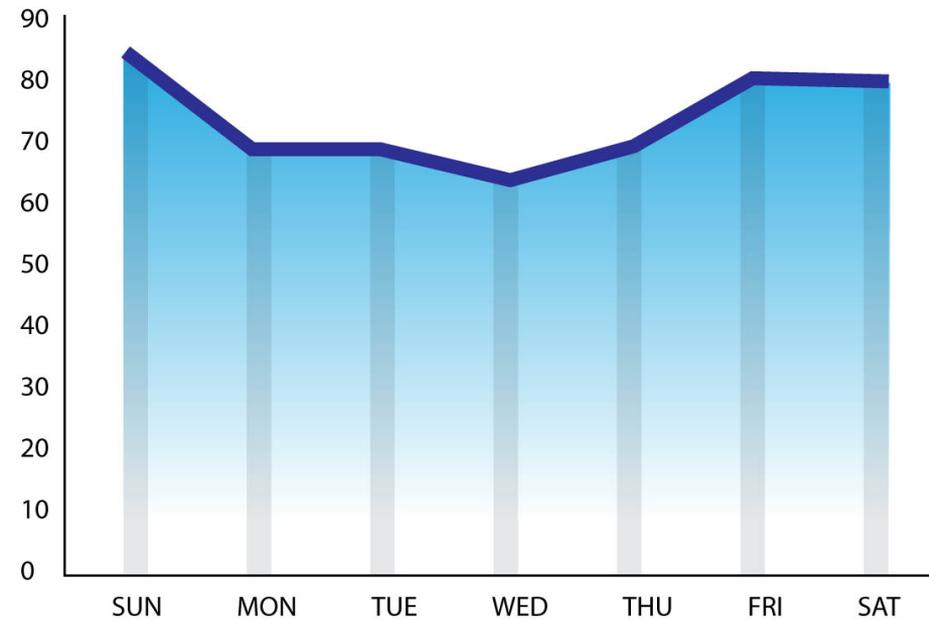
FACT

Media Use Press Releases



... and seen by members of the media
70x in the first week

MEDIA VISITS BY DAY-OF-WEEK



Source: HubSpot

The Press Release Has Been Reinvented As Content Marketing

- As a driver of traffic and leads to your website
- As a multi-channel promotional tool
 - **Website**
 - **Social Media**
 - **Email**
 - **Media**



5 WAYS
To Create the Ultimate
(Non-Sucky)
Press Release



1 Tell a Story and Make It Compelling



Who cares about platform 3.5.8?

- **Break new ground**, take a strong or contrarian position, cast a future vision
- **State clearly** what is different
- **Put on your press hat** – why should reporters care?
- **Give them facts**, not fluff
- **Use plain English**, not jargon

2 Engage Your Readers Visually

- Use graphics to embellish and enhance

- Use bullets to highlight major points

- Add graphs, charts or illustrations to help tell your story



3 Know Your SEO...The Key to Being Found Online



- Identify your strongest keywords
- Select one keyword to optimize for each release
- Place keywords strategically in your copy – for best results, place the strongest keyword in the headline, lead paragraph and further down in the body copy
- Choose keywords relevant to your business, with the SEO juice to score high on Google, but not so competitive you can't win
- **A rule of thumb:** Your keyword density should be between 1 and 4% of your text. in a 400-word release, use a keyword at least 4 times.

4 Give Some Thought to Your Release Schedule

- **Create a release schedule** – be it one per month, two per month, three per quarter
- **Develop a schedule** that maintains a steady drumbeat of announcements and company news – without saturating the market and spamming recipients
- **Create a healthy mix of content:** product announcements, executive hires, case studies, white papers, partnerships, research



5 The Call to Action and Why It Matters



The CTA acts as a sort of barker or neon sign in a B2B press release

It directs readers to a landing page where they can take a designated action such as signing up for a webinar

Voila! Once someone sign up, you have a warm lead for your sales team

The CTA should include:

- Just enough information to get the right people clicking
- **Engaging. Use words like Discover, Benefit from, Learn how.**
- **The landing page headline and CTA** should be identical for optimal SEO



Summary

- The press release remains a vital tool in your B2B marketing toolkit.
- Think strategically about your approach to PR and media, and make regular releases a key element in that plan.
- **Done right, releases can be highly effective in driving traffic – and results!**

About **MARX** COMMUNICATIONS, Inc.

Marx Communications focuses exclusively on B2B, with special expertise in high-impact media relations, social media and lead strategies that help build businesses.

The boutique PR agency has developed a track record of getting BtoB companies noticed in media outlets that matter most to them: New York Times, Wall Street Journal, CNBC, Bloomberg News, Forbes, Businessweek, Advertising Age, Barron's – virtually every major business outlet worldwide. Companies have been sold and inked major partnership deals with Dow Jones, The NASDAQ and other organizations as a result of Marx' PR efforts.

Certified inbound marketing specialists, Marx provides a measurable component to its PR initiatives.

Marx Communications is overseen by **Wendy Marx**, an award-winning B2B PR and marketing specialist and expert blogger for Fast Company. All work is performed by senior-level professionals — former journalists, marketers and PR professionals who understand what sells the media. As founding members of PR Boutiques International, the agency has access to top PR talent around the world.

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