

The Well Written Press Release

For Pharmaceutical and Life Sciences

An ISEBOX eBook





Thank You!

Hi There!

Thank you for downloading this copy of The Well Written Press Release for Pharma! We're so excited to share this information with you to help you write better press releases and thus experience better results. As you dig into our best practices for your content, make sure to pay special attention to Section 14 on working with your legal team regarding FDA compliance.

If you have any questions or need any assistance, please feel free to reach out to us and we will be happy to help.

Cheers!

The ISEBOX Team

ISEBOX.com



Table of Contents

Introduction

Chapter 1 Is Your News, News?

Chapter 2 Research Your Journalist

Chapter 3 Write for Personas

Chapter 4 Write for SEO

Chapter 5 The First Paragraph

Chapter 6 Include Multimedia

Chapter 7 Write the Article For Them

Chapter 8 Write Multiple Versions

Chapter 9 Choose your Title Carefully

Chapter 10 Segment Your Distribution List

Chapter 11 Socialize It

Chapter 12 Measure It

Chapter 13 Plan Your Next Campaign

Chapter 14 Work Closely with Legal Throughout

Chapter 15 Summary



CHAPTER ONE

Is Your News, News?





Is Your News, News?

It should go without saying that content should contain substance. There's nothing worse than getting sucked into an article or press release to find that you've literally learned nothing new, and you've just spent 10 minutes doing it.

Journalists are busy, busy people, especially in the pharmaceutical communications space. They receive new emails by the minute from all sorts of people and businesses looking to make news and be distributed.

So, with your press release buried deep in the abyss that is a journalist's inbox – by the time they read it, if there's any prayer of them taking notice, it needs to be a well written press release, it should have a fantastic title, it should include news relevant to what this journalist covers and include an angle that he or she can run with, and most importantly the news should actually be news.

What Defines News?

NEWS /N(Y)OOZ/ NOUN: NEWLY RECEIVED OR NOTEWORTHY INFORMATION, ESPECIALLY ABOUT RECENT OR IMPORTANT EVENTS: "I'VE GOT SOME GOOD NEWS FOR YOU"

Before going through the process of writing, answer the following questions:

1. Would anybody care about this information?
2. How do I envision journalists and publications to USE this information?
3. Is there an angle that makes it more interesting?
4. Who would be the intended reader(s), and what can they do with this information that is actionable?
5. How would I rate the news on a scale of importance to a reader? 1 (Angry Bird of the Internet Cage Liner) to 10 (This news just altered my entire day in either a good or bad way, and I'd be super upset if I missed it.)

If your news isn't news after all, make some news. Figure out what you can do to make changes within your organization to create some news.



Is Your News, News?

The end goal of a press release is to inform journalists of relevant big pharma news, to their journalism type, that will enrich the lives of their readers in a way that creates readership loyalty.

If your news isn't news after all, make some news. Figure out what you can do to make changes within your organization to create some news.

You can:

- Write expert content on your blog.
- Develop an e-course.
- Talk about improvements and changes to your products or services that create a meaningful impact.

Those are just a few ideas. Ensure that your news is news, and if you don't have news, make some news!



CHAPTER TWO

*Research Your
Journalist*





Research Your Journalist

When it's time to send out your press release, it's been proven time and time again that "spray and pray" is inefficient, rude and can actually have the exact opposite effect you're hoping for when trying to get the journalist human sector to open your release.

Imagine you're a pharmaceutical journalist, and you go to your already crowded inbox to find a whole bunch of releases with titles like "10 BEST MEDICAL DEVICES FOR [X Condition]" or "Novartis Launches New [Z Disease] Drug." Unless they specialize in covering X and Z, your release is getting deleted without ever gracing the eyes of the journalist - at best; at worst, someone's putting you in their spam filter.

As it is, journalists have to sift through hundreds of pitches that are in their wheelhouse, and then it's up to them to prioritize what is newsworthy and likely to sit well with their readers. So if your press release has nothing to do with what it is that journalist is known for writing about - you don't stand a chance.

When we say "research the journalist" we simply mean that it's important to make sure that journalist typically covers what you're writing about. It's not enough to say they write about "pharma" - you've got to dig deeper to the nitty gritty of their coverage.

Get Personal with a Custom Note Attached to the Release

If you want extra bonus points, research what else that this particular journalist has written and covered and throw it into a personal note before the release. Make it a goal to pick your top 15 journalists that you feel are the best fit for the release, and email them separately, apart from your lists.

Find one or two great examples of their work, and reference that work in your personal email to them. If you thought it was hilarious - say so. If you thought it was moving, tell them.

A good example would be:



Research Your Journalist

Hi David,

I wanted to reach out and ask you to take a look at our press release (linked below) about the new Alzheimer's medication my company, Pfizer, is about to start advertising. I really enjoyed your coverage of Eli Lilly's Phase 3 clinical trials last month for a similar drug, especially the assessment of known interventions. I thought this release would be a really good fit for your writing style and would be excited to see your angle on it.

If you have any questions or need any interviews I would be happy to set that up for you - just let me know!

Thanks so much for your consideration. I hope you have a great week!

<LINK TO YOUR PRESS RELEASE HERE>

Cheers,

Awesome Guy Who Works for Pfizer

Lists Are Still Ok

It's still ok to use lists, just make sure those lists are well curated, and appropriately filtered. In a later chapter, we will have a post all about segmenting your lists appropriately for your personas.

Summary

In short - when you want to make sure a particular journalist gets to see what it is that you're releasing, get personal and send it to them directly with a note just for that person. Now is not the time to take the lazy way out - do your research and make sure that person feels like you are writing to them because you respect them and know they'll do a great job.



CHAPTER THREE

Write for Personas





Write for Personas

You write your press release. You distribute it far and wide. You are super excited to measure the results – but alas, they are dismal. No one is reading your pharma MNR, and if they're not reading it, they are certainly not reporting it.

The key is to write your press release for the people you want to cover your story.

To do this, you need a pretty good idea of who that person is. We do that by creating a “Persona”. A persona is defined by our friends at Hubspot: “A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.”

Consider your prospective journalist like a buyer. You want them to “buy” your story, and therefore be excited or interested enough to publish it.

Sit down with your team, and envision exactly who you want to see your content. Where do they work? What's their age range? Male or female? What's their title? How long have they been at their job? Do they have kids? Do they have a sense of humor? What type of pharma stories do they report? Where are their stories published? Are they free-lance or do they work for a large publisher?

You are welcome to create multiple personas for the people you want to publish your content. Keep these personas in a safe place – you will use them frequently in the future for subsequent releases and blog posts and any other content you create that needs to be shared.



Write for Personas

Writing content for your Persona becomes much easier when you have this information set and at your fingertips. You can use these personas each time you write new content.

When you write your content, write it for the persona you're targeting. If you have more than one persona, write more than one MNR. The information and facts will be the same, but maybe there's a different angle that would interest one persona more than another. Angle each multimedia news release so that it appeals to that particular persona, and when it's time for distribution, segment your distribution lists so that each list fits the personas you're sending to.



CHAPTER FOUR

Write for SEO





Write for SEO

When you write anything in this digital age, it's important for it to be findable on the internet, and that's why we hear so much about SEO, or as the nerds like to call it: Search Engine Optimization. See what we did there? We said both SEO and Search Engine Optimization in a single sentence. Which would boost this content when someone searches for either of those terms. (And for the record, we just did it again, in both a natural and if we do say so ourselves, entertaining way.)

By definition, SEO is the art of including the keywords that humans search for when looking for content like yours, in key places in your content.

The main key areas are:

- Subject
- Headers
- Body Text
- File Names
- Alt text
- Meta Tags
- URL

There are some “rules” around doing this properly so that it both reads naturally, and accomplishes the intended goal of drawing in search engine visitors to your content when they search for the pharma-related keywords that are pertinent to your content.

Structure with Headings that include SEO Keywords

When writing your press release content, readability of the piece is pretty important if you want the reader to get past the first paragraph (and we assume you do). The best way to handle this is through headings.



Write for SEO

Break up the thoughts and points with headings...

... so that the skimmers of the internet (all 98% of us) can jump to the points they want to read about, or if they're reading the entire article, they can at least be assured what they're hoping will be covered is covered.

Your headings are a great place to stick your key words. Kind of like the heading for this paragraph. It includes Headings, SEO and Keywords. So if someone is searching for those things, there's a good chance this article will pop up in search results.

Keywords for SEO in Body Text

Your body text for a pharma multimedia news release should include the keywords you've decided on 4-5 times naturally in the body of the content. When doing so, you want to make the words feel like they're supposed to be in there and are destined to be in there instead of placed there with the sole purpose of having them there. Ideally, they should be far enough apart in the content that it doesn't feel like you're intentionally using the words for the purpose of SEO. An example of that is right here in this content. We've said the keywords several times in the body of our content, and it's pretty natural.

If you can't include the keywords in your body copy naturally as you write, there's a good chance you've picked the wrong keywords for the content.

Alt Text SEO

Alt tags are some of the most forgotten and important pieces of SEO on the internet, and one of the easiest ways to boost your "findability". Images and file names should include exactly what it is, with the keyword for the content included.



Write for SEO

An example of this would be if a pharmaceutical company wrote content, and included two files in the content, one of an image of the drug, and a second of a PDF of information on the drug, it would be pretty important for them to include Alt Text for those files – that’s how it pops up in Google Image Search.

Let’s pretend this awesome new drug is Aspirin. Here’s how we’d set up each image file:

- Image: Aspirin-Acme-Pharmaceutical-Drug-Release-Photo.png
- Alt text for image: Acme Pharmaceutical Aspirin Image Photo Hi-Res
- PDF: Aspirin-Drug-Facts-Acme-Pharmaceutical-Drug-Release.pdf
- Alt text for PDF: Drug facts on Acme Pharmaceutical Drug Release for Aspirin

Title SEO

The title is arguably the most important piece of the press release content because it is what woos the visitor into reading the actual release. When you include the keywords of the content, it helps the search engines find that content more than any other piece of the SEO puzzle. The title should be 100 characters or less and include certainly the most important keyword, and a second or third if possible.

In Summary

If you’re able to write using your pharma keywords naturally, and include them in the most important pieces of your work: Title, Headings, Body, and Alt Text, you’ll have a much easier time ranking on search engines.



CHAPTER FIVE

The First Paragraph





The First Paragraph

When developing the first paragraph of your Press Release, you need a bit of wordsmith voodoo magic to effectively get it done. Your goals are to: convey the news, show your angle, provide a summary of the most important facts all while making it interesting enough for the journalist to read on.

Your angle is how you tell your story. A release on a newly approved pediatric cancer drug could be very boring if the angle is its chemical makeup and the results of clinical trials. But the story could also be told from the viewpoint of a child patient and what they experience firsthand – why it's important to them, their quality of life, and how this medication has the potential to affect hundreds of thousands of children.

When you write the release, write it as if it's a free standing article all of its own. There will be more on this later in The Well Written Press Release Series, but it's worth noting here and now – if you write as if you're actually writing the end article, the readability factor will go up about 90%, and the journalists will appreciate you doing the heavy lifting for them. Using that thought process as a basis for what you're trying to convey, the press release's first paragraph will naturally take a better, more reader-centric shape than if you're just spouting facts with no angle, and no entertainment or interest.

Let's look at THIS Chapter

The very first paragraph contains what this content is about, entertains you (who doesn't love some voodoo magic?), and provides the gist of what will be covered. It tells you enough to let you know what you'll learn, all you have to do is read on if you want to actually learn it. And it provides the angle (while making it interesting enough for the journalist to choose to read on) for which we are writing the content.

For the record, our angle here is that we're trying to be helpful. We want you to have the best possible press release, and to do that, it takes a set of ingredients – and the first paragraph is one of those ingredients.



The First Paragraph

Relevance

Just like with your actual news, the first paragraph has to not only be relevant to what's going on in the pharmaceutical world (you know, since you're appealing to a journalist to call this news), and this first paragraph needs to explain WHY it is relevant.

Enticing

The first paragraph must draw the reader in. Using good old fashioned humor (where appropriate), a good heart string tug – or, in the case of drug launches, it could use excitement to pull the journalist into reading it. Obviously you will need to include facts, but do it in a way that is interesting and entertaining enough that it makes the reader want to go further into the story.

Include the Key Facts

The top three facts that are relevant to the story should be used right there in the first paragraph. You can of course repeat them elsewhere in the body, or dive deeper into them in the body of the release, but you have just a few lines to draw the journalist into the story. If you have a bombshell set of data, this is not the time to play coy. Use it in summary form, loud and proud right there at the beginning of your release instead of buried somewhere deep in the body text.

Key Takeaways

Be interesting. Show your angle. Use your best facts. Entice your journalist. Write as if it were a free standing article of its own, not just a press release for someone else to do the work for you.

6

CHAPTER SIX

Include Multimedia





Include Multimedia

When is the last time you read something on the internet that didn't include pictures, a video or some form of multimedia? You can't remember? Right. Us either. That's because the standard on the internet for anything that shall catch our attention is that it at minimum, must include an image, but for the most part it includes some sort of combination of multimedia - images, documents, videos and audio.

It makes good sense. Our brains process images faster than they process text. An image tells us immediately if the content is going to be worth our time and energy opening and reading and absorbing the included text.

The same is true for press releases. Nowadays, it's called a Multimedia News Release or MNR for short.

I had a recent conversation with a client about the metrics of their campaigns, and the general decline over a period of time of the metrics for performance. When we went through and viewed each campaign, we came to a startling understanding of the obvious smoking gun for the decline.

At the beginning, when they first started creating and publishing releases for pharma firms, they were using these beautiful, rich infographics as their hero image for the releases. Their performance was great for the first four or so campaigns, and each one included the gorgeous infographics. But then, on the fifth campaign through the tenth, they stopped using those infographics and instead were using pie charts as their hero image. The numbers literally tanked in comparison with the fifth through tenth campaign.

The takeaway there is that images matter. Journalists care about them, the general public cares about them, and in order to ensure eyes on your content, multimedia for your press releases is no longer a "nice-to-have".



Include Multimedia

We recommend using more than just a single image in your press release. When a journalist decides to cover your story, it makes pretty good sense to include the tools they'll need to do their job. Including downloadable images, video, audio and documents right in the release so that they are able to use them to make their story unique to the other coverage out there.

It makes the back and forth between the journalist and your company pretty unnecessary unless they're asking for an interview, which by the way is one of the goals of a press release. If they want to know more, that's a great thing.

Give the journalist what they need, and your chances of getting what you want to accomplish done with your release goes up dramatically!



CHAPTER SEVEN

*Write the Article For
Them*





Write the Article For Them

Facts and statistics have their place in any press release, and it's no different for pharmaceutical firms. That's just the way of the world. But, just because you have to include them doesn't mean you have to do it in a way that would be less entertaining than watching white paint dry.

People always talk about finding your "angle" when referring to writing. The same is true for your press release. Find the right angle for the personas you're writing for, and create an article (or multiple articles if you're distributing to multiple personas) for distribution.

If you do the legwork of writing a story for your journalists, they can easily find their way to taking that article and adding to it, or editing for their audience. By writing the article, you made that journalist's life easier because all they have to do is decide if and how they want to use it.

Tone

It's also important to write in a tone that is on point with what you're writing. For instance, if you're writing about cancer research and the lives lost and the possible lives saved – humor probably isn't the way to go. Stick with reverence and respect. But if you're writing about a pharma startup company's culture, humor could totally work there if it is appropriate and entertaining. The goal is to hook your reader in (journalists too!) and then deliver the information in an interesting way.

Press Releases don't have to be these drab, fact filled paragraphs filled with business formal language. They can include all the facts but be written in a way that draws the journalist in and makes them want to share your news.

And a bonus tip? If you write your press releases this way, they can be multi-purposed to be used as blog posts in your media center!



CHAPTER EIGHT

*Write Multiple
Versions*





Write Multiple Versions

Your core news that's you're about to release could be interesting to different people, for different reasons. The key is actually knowing that this is true. And when it's true, pull out your Personas and write a version of the release for each persona.

They Don't Need To Vastly Differ

The thing about writing multiple releases is to make the tone and angle fit who you're sending it to. So, while you don't need to tell two completely different stories (although you're welcome to if you feel like it fits the persona), you should use the type of language and tone that your persona would appreciate.

If The Personas Require Different Angles, Write Different Angles

Sometimes when the news happens it might mean different things to different people. An example of this would be a major med-tech innovator launching a new line of devices. For the Medical Device Coverage Journalists, they're going to want to talk both about the device and how the innovator is creating a whole new facet of technology. For the Financial Coverage Journalist, they're going to be less focused on the technology angle and concentrating more on what the device will mean for company profits, revenues, and/or stock values. For the consumer, they're going to be interested in whether the device is suitable for a condition they or a loved one suffers from and how soon it will be available.

Another way to look at writing for multiple personas is to imagine you have a personal story. And imagine you need to tell your dad your story, and you need to tell your brother your story. Your dad isn't going to appreciate all the pizzazz and naughtiness of your story quite the way your brother would. So you're going to communicate your story to your dad in a very straight forward, vanilla flavored way.



Write Multiple Versions

With your brother you're probably going to add some choice adjectives, and your descriptives are going to be quite a bit saucier. It's the same story, tailored to approach the person receiving the story. The facts are the same. The outcome of the story is the same. All that is different is the angle of the story. The angle for dad is "I had fun." The angle for your brother is "Holy Mother of Cats, you're not going to believe the weekend I had."

If you want to cover your bases, do it well with multiple releases aimed at the right people with the right angle. The facts will all be the same, but the way you tell the story will differ, depending on who you're telling it to.



CHAPTER NINE

*Choose Your Title
Carefully*





Choose Your Title Carefully

The title of your pharma press release is arguably the most important piece of your entire release. It's what causes the difference between the journalist clicking the little red X or clicking a link in it (you *did* add a link, right?).

Here's where we go deep into the depths of the rules for choosing titles for anything that will display on the internet.

Write your Title as the Very Last Step of the Writing Process

You can't really choose a title when the release hasn't been written yet. So don't do that. Wait until the entire release is written, and then based on the persona it's written for write the title that would be most appealing to that person.

Your goal with a title is to draw the reader in with your earth-shattering news in the pharmaceutical industry. Do that with the subject of what the release is about in an interesting way, in the shortest amount of characters possible.

Example of a bad title: AstraZeneca announces a brand spanking new IBS medication that eliminates the side effects of other IBS drugs.

Example of good: AstraZeneca Releases IBS Drug That Eliminates Common Side Effects

Why? The second example gives you the very same information with 9 less words, is interesting, and also makes the reader think: "I can't deal with these IBS drug side effects a minute longer!"

Title Your Release As If It Were a Freestanding Article

Because it is. And can be, and honestly should be. As we learned earlier, you're writing your release so that if desired, it could be published as is and would have the same effect as having an accredited journalist write it. So give it a title befitting its awesome contents. Imagine what would happen if it were on the homepage of the NY Times. What would their headline read for your content?

Choose that one.



Choose Your Title Carefully

Use A Keyword or Three

As discussed in the SEO section of this book, using your keywords is imperative to good SEO for the content. It's unwritten (or now written, however you want to look at it) law to include your main keyword in your title. If you can slide a second or third into the title naturally - do that.

10

CHAPTER TEN

Segment Your Distribution List





Segment Distribution Lists

So here we are. We're getting ready to send the press release to your distribution list. You've got your system of choice, Mailchimp, Constant Contact, or SendGrid ready to go.

Now, how do you choose what version of your press release goes where? This is where all the handy research we've done comes into play.

Let's use Bayer as an example. Say you're Bayer, and you are writing a press release about a new drug. You've written 3 press releases. Each has similar facts, but they're tailored for 3 specific personas with the supporting information.

The personas are:

- Journo Dylan who writes for healthcare providers
- Journo Taylor who writes for Business Finance
- Journo Kate who writes for patients

These are three very different lists. As you're cultivating your lists, it's imperative to place them in the right bucket. You don't want Kate getting Taylor's version of the release. She's not interested in how the drug launch will boost Bayer's revenue (unless she's a stockholder and can now retire because she makes a fortune from exploding stock prices).

Taylor wants to know how this release is going to effect the stock in the company, and how to help her readers make profit on the release. Meanwhile, Dylan is super interested in the clinical trial results, contraindications, and black box warnings. He wants to know every aspect so he can be the first to report on it.

Create three separate mailing lists, and ensure the correct version of the release goes to the correct list. That's it. That's the secret sauce to getting your press releases read. Send them to the right people, written the right way, at the right time. Your job is to help the journalist do theirs. If you have all the elements, you truly can't miss.



CHAPTER ELEVEN

Socialize It





Socialize It

Anything that is worth being on the web for public consumption is worth making shareable, for the purpose of being used on Social Media. It is, after all, where an estimated 52% of people get their news, where things go “viral”, and where your brand ambassadors can help you most effectively, by sharing with their own friends and family.

If you’ve been following the tips in this e-book, your press release looks pretty good by now. So now, it’s worth getting it out there, for all the world to see. So, feel free to share it on Facebook, Twitter, LinkedIn, Instagram and Pinterest with those amazing multimedia assets that go right along with it ... WAIT! No, don’t do that yet!!

You’ve still got to clear legal and FDA compliance – which we’ll get to below. Just hang tight before you get all willy-nilly with sharing and distribution.

Write for the Platform

When you craft your social messaging, it’s pretty important to craft it for the specific platform you’re sharing on. Here’s a few pointers for each:

Facebook: Include an image, and use good keywords in the messaging. Your text can be longer on Facebook, but we still recommend keeping it at 400 characters or less, and let them click through to read the content. On both Twitter and Facebook, you can use a friendlier, more interesting tone to interest people enough to click through.

Twitter: At 140 characters or less, you have to be pretty succinct here. Use hashtags in the middle of your sentence structure to tag keywords that are searchable on Twitter so that your post will show up in those results. Include an image that has the title of the release, so that you can use your space on the actual post for writing something interesting that will convince the reader to click through for more.

LinkedIn: The LI community is a little more straight-laced than Facebook and Twitter. Therefore, stick to the message, and while keeping it interesting, keep your LinkedIn messaging professional and stick to the facts.



Socialize It

In summary, if your message is worth writing, it's worth sharing. Use your social platforms to get that message into the hands of the people who care about what you're up to enough to follow you. Next to journalists, they will be the most helpful to you in spreading your news.

12

CHAPTER TWELVE

Measure It





Measure It

So you've done everything you can to ensure that your release is relevant, properly constructed, sent to the right people and you're feeling pretty great about it all. Now, it's time to measure it.

You want to ensure that you have open metrics, click through statistics, and engagement and download statistics at the very least, with whichever platform you are using to distribute the release.

Your metrics should tell you what performed well, what performed so-so and what didn't get a second glance. Which will then give you your grade on your paper, per se, for how well your content actually was created.

Releases with Multimedia will typically see more metrics than a release with no multimedia, and of the multimedia presented, videos will see a higher engagement rate than say, images because an action (play) needs to take place to watch the video.

Download metrics are important with press releases because they tell you about the possibility of using those downloaded assets for publication. For instance, if your video is being downloaded rather than streamed to watch, chances are the downloader is going to do something with that file. Such as place it on their website, or make it available as part of a broadcast. Download metrics are pretty handy for judging the success of your press release.

Embed metrics are also necessary. If you have the ability to embed your media type (and we highly recommend allowing it so that you have control over the hosting of the file), journalists can embed the content – image, video, audio or document right into their article on their website. Embed metrics will typically tell you exactly where your content is being used, and by whom.

13

CHAPTER THIRTEEN

Plan Your Next Campaign





Plan Your Next Campaign

When all is said and done, and you have created, distributed and measured your pharma press release, it's time to analyze what you've learned so that you can improve upon your craft for the next campaign.

Did your videos get a lot of views? Which videos (if there were multiple) did the best? Why was that? Which images were ignored and which were shared?

Did you see a lot of your content get embedded on other websites? What was it about that content that made it successful?

Now is the time to get into the nitty gritty of the details for what worked and what didn't on this campaign. Analyze the tone, the overall look and feel, the specific content types you shared, and the presentation of it all and if you have other campaigns of the past, compare this with those.

If this campaign did better - work to determine why. If the campaign did worse, figure out what the chief suspect is for the reason it failed. Even if it's a guess. And with that guess, you can start to plan your next campaign.

Use what worked, scrap what didn't and aim to just improve your next campaign by a conservative percentage rate for opens, click through rates and engagement.

If you continue to do this, through each campaign, you can rightfully expect to see the returns of your press release improve with each campaign.

14

CHAPTER FOURTEEN

Work Closely with Legal Throughout





Work Closely with Legal

The most fantastically written, perfectly distributed, accurately measured press release is about as effective as hand sanitizer in the zombie apocalypse if you're not consulting with your legal department throughout the process. Worse – It's about as beneficial as zombie-attracting bait, only you're not attracting zombies: You're begging for an FDA Warning letter that will gain you coverage that's exactly the opposite of what you intended.

Why? The FDA has implemented strict regulations about pharmaceutical marketing and released several Guidance documents attempting to “clarify” its position on fulfilling various requirements. In general, you must steer clear of any promotional material that's false or misleading...and your content might be misleading if it fails to disclose the risks of using a drug while promoting benefits.

Easy. So why the quotation marks around “clarify,” then? Because the particulars are anything but clear if you don't have a law degree. That's why you should trust your legal department. Not only will they make sure the press release itself is legally compliant, but they'll also help you with the associated content you might not think the FDA is monitoring, like:

- A compelling heading as you're posting your press release to Facebook and Pinterest;
- An engaging description when you do a “Write an Article” or “Share an Update” on LinkedIn; and,
- A Tweet and hashtag to share your fabulous press release on Twitter.

And it doesn't end there – you can be responsible for failing to equally balance risks and benefits in comments, Likes, Re-Tweets, etc., etc. It's enough to make your head spin.

Summary

The key takeaway is – always defer to legal as you're drafting your press release, creating excellent multimedia content to accompany it, and distributing it online. Incidentally, it's also our disclaimer of liability if you fail to work with your legal department.

(Did you see what we did there? Because we consulted with legal.)

15

CHAPTER FIFTEEN

Summary





Summary

SUMMARY

So that's it! That's all there is to creating a well written press release.

- Start with relevant, newsworthy content.
- Research your journalist
- Write your release for the different personas you'll be sending to
- Write with Search Engine Optimization in mind
- Take care creating your beginning paragraph
- Include multimedia - give your journalists what they need
- Write the article for the journalist - you'll be able to use the content elsewhere
- Write multiple versions of your release so you can appeal to each persona
- Choose your title carefully
- Segment out your distribution list based on the personas, and send the right version to the right list
- Socialize it. Never discount the social networks for the ability to get the word out.
- Measure your results
- Analyze your campaign and using the information gleaned, plan your next campaign
- Communicate with your legal team throughout the process of crafting your press release to ensure FDA compliance

Using this information, you should be able to consistently improve your releases campaign by campaign to create a sustainable formula for what works for your content.

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