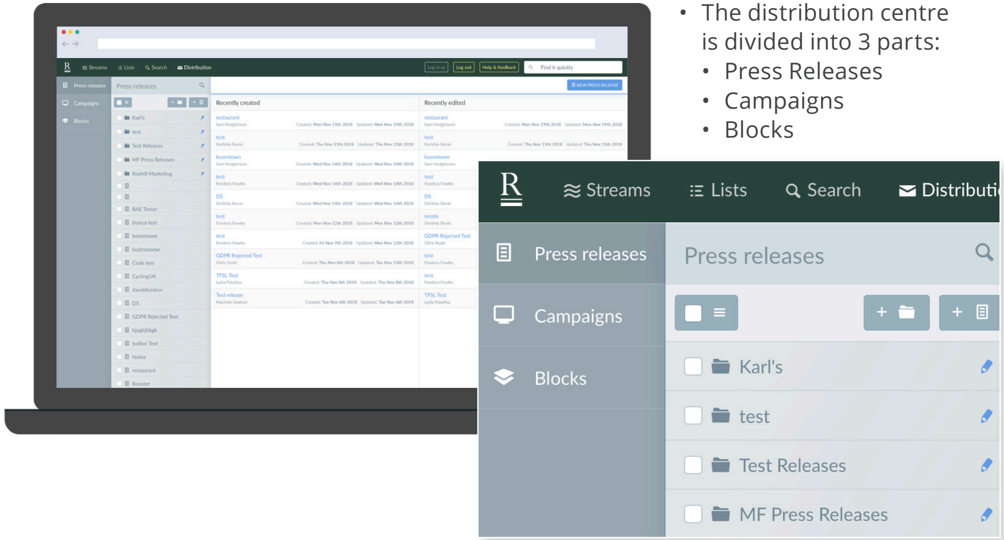
How to distribute your press releases

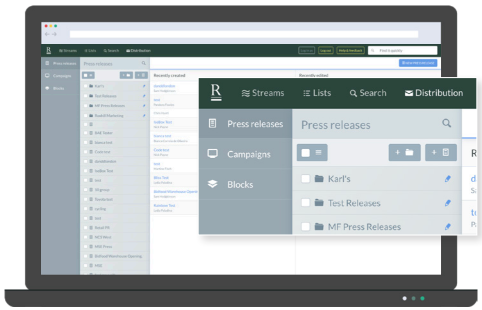
Create and send compelling press releases that will engage your audience.

- Go to the **Distribution** tab Distribution



- The distribution centre is divided into 3 parts:
  - Press Releases
  - Campaigns
  - Blocks

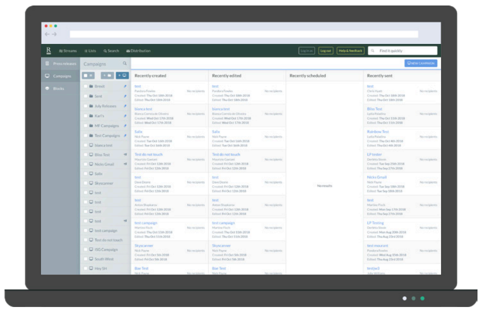
Press Releases



Press releases

- All the features and functions you need to build your press release email.

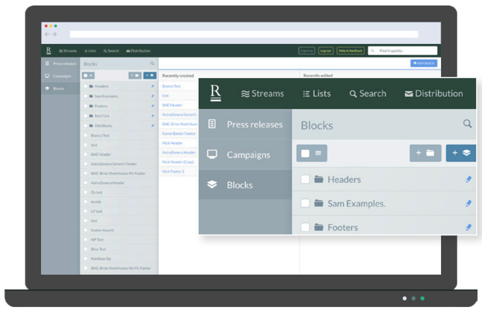
Campaigns



Campaigns

- All the features and functions you need to target your contacts and send your press release.
- You can target specific press lists that you've previously created or add in your own recipients.

Blocks – Optional



Blocks

- All the features and functions you need to build email templates.
- Blocks will help you set up custom headers and footers for your press releases.
- You can use these previously-set-up blocks in every press release you create.

Top Tips

Use Blocks tool to format your emails

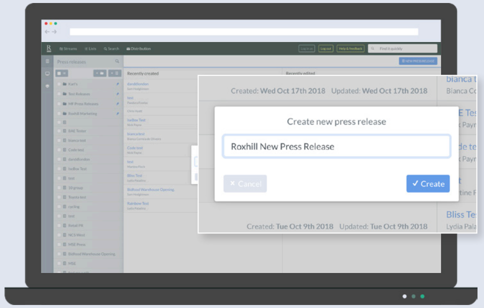
Set up your email headers and footers as blocks for a quick and easy way to customise your press release email templates.

Blocks can also be used in the Body of your press release to create standardised copy templates that you can fill in and edit.

Don't forget you can only display one block per section.

Press Releases

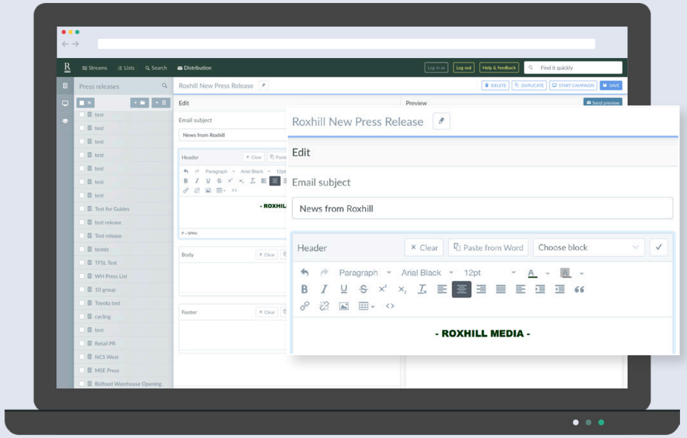
Creating new press releases



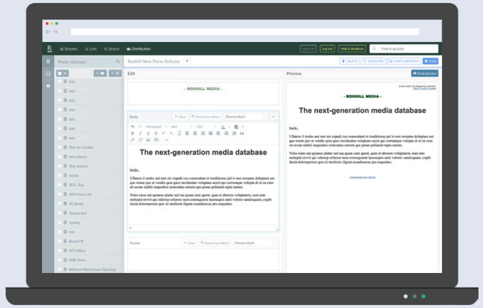
- Go to the **Distribution** tab Distribution.
- Select 'New Press Release' NEW PRESS RELEASE.
- Enter the name of your new press release
- Select 'Create' button ✓ Create.

Note: A preview of your email will appear on the right-hand side.

- Enter your email subject – this email subject line will appear in your recipient's inbox.



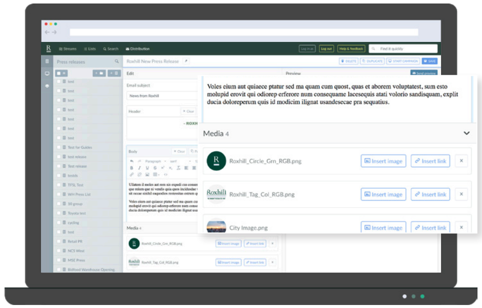
- Optional: Create a new email header (company logo, etc) or select a customised header from the drop-down menu Choose block.



- To enter the body of your press release, type in your text or select Paste from word' Paste from Word to paste in your desired text.

Note: You can copy and paste from a Word or PDF document.

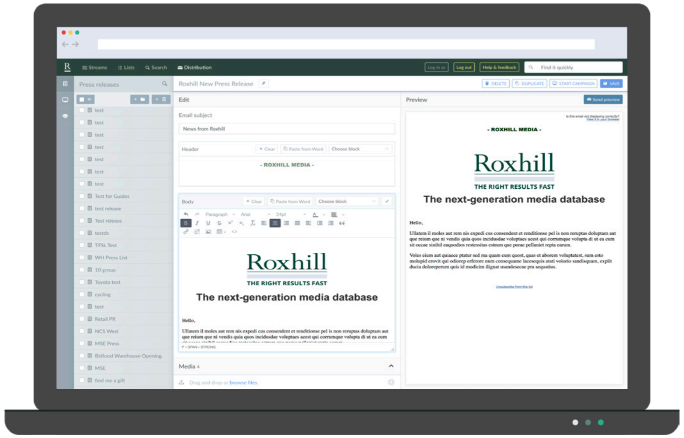
Adding media to your press release



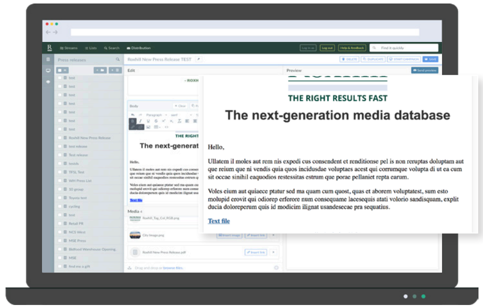
- Select the 'browse files' option Drag and drop or browse files. in the media tray.
- Choose the file.
- Your selected file will appear in the media tray.
- You can choose to insert an image, document or hyperlink.

Adding images

- Select the 'insert image' button Insert image (next to your chosen file).
- Position your cursor in the desired location and click.
- Resize your image by dragging the arrow left or right with your mouse.
- You can change the alignment of your image with the Left, Centre and Right buttons.



Document or image link



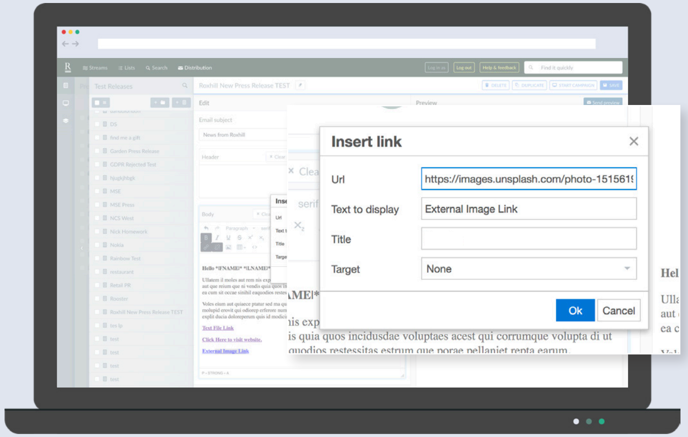
- Select the 'insert link' Insert link button next to your chosen file.
- Double click the text you wish to hyperlink.

Note: When your recipients click these links, they will open in a new window.

Image via an external link

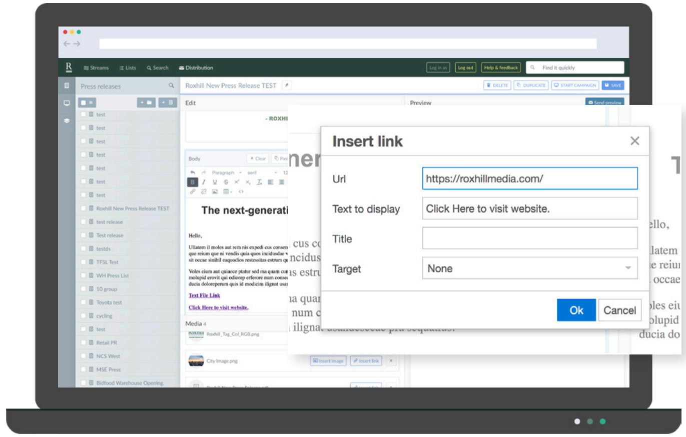
- Find your image online
- Right-click the image and select “Copy image address”
- Place your cursor where you want the image
- Click insert/edit image
- Paste the image address into the “Source” field
- Select ‘Ok’ Ok

Note: To resize your image drag the arrow left or right with your mouse.



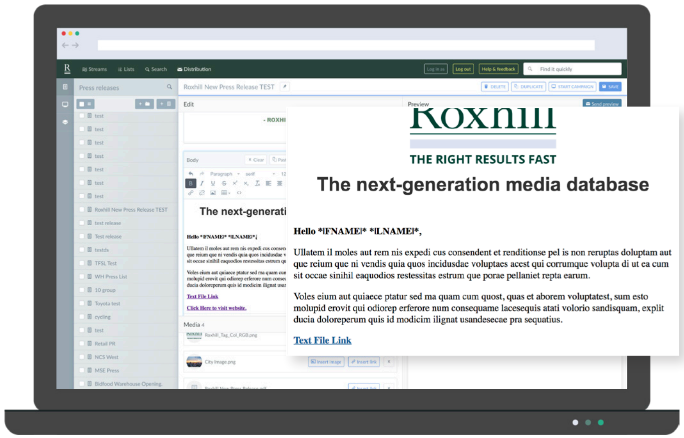
How to insert an external link

- Highlight the text you wish to hyperlink.
- Select ‘Insert link button’ .
- Enter your link into the URL section within the text box.
- Edit the text and title if required.
- Select ‘OK’ Ok.



Custom Messaging

- Press releases can be personalised using syntax.
- The syntax will be replaced with any text specified in the Campaigns section.



Syntax Options

Top Tips

To set this up, simply copy and paste the relevant syntax into the copy of the press release, or choose a syntax from the “Placeholder text” drop-down menu.

These fields will automatically populate according to the information available once you set up your campaign.

THE SYNTAX OPTIONS ARE AS FOLLOWS:

First name:..*|FNAME|*

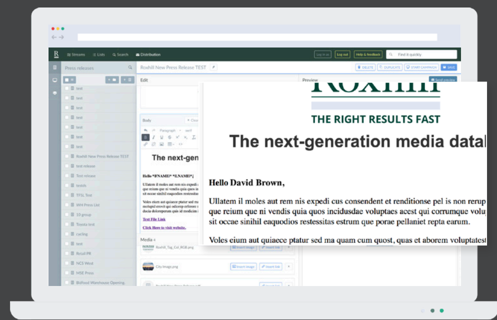
Last name:..*|LNAME|*

Salutation:.........................*|SALUTATION|*

Custom message:.......*|CUSTOMMESS|*

Recipient email address:.........*|EMAIL|*

Date:..*|DATE:d/m/y|*



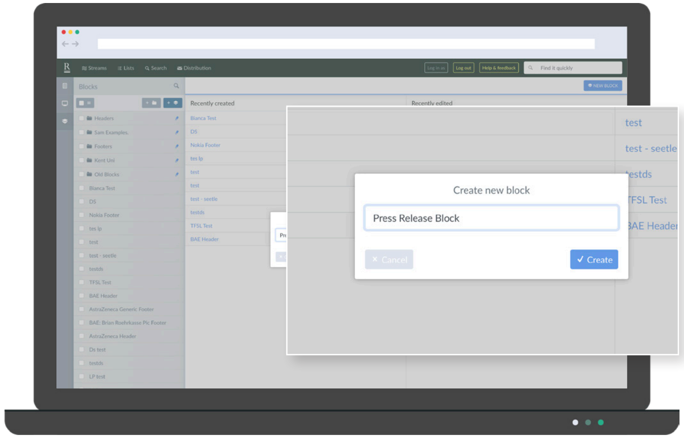
Blocks

Creating new blocks

Blocks are an easy way to set up simple email headers and footers, allowing customisation of your email templates with ease.

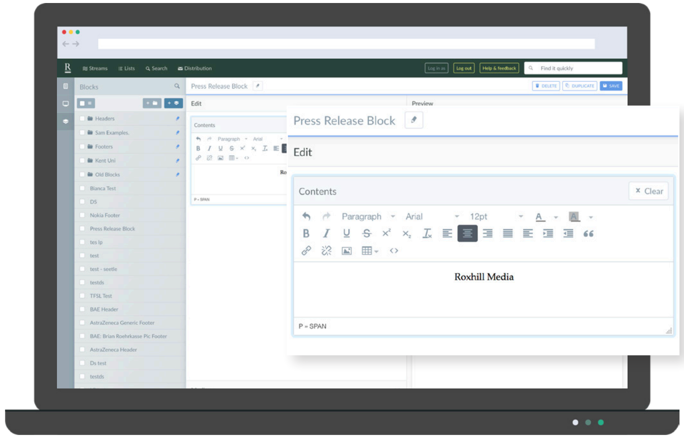
This is entirely optional.

- To create a new email header or footer:
- Select the 'New block' button NEW BLOCK.
- Enter the name of your header/footer.



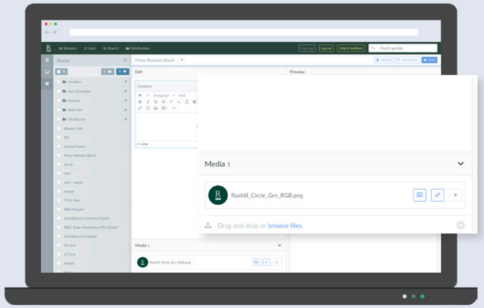
- Enter your desired text.
- Click 'Save' Save.

Note: A preview of your email will appear on the right-hand side.



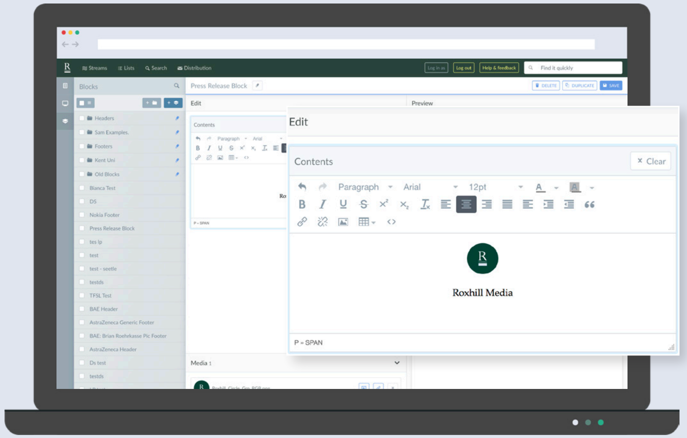
Note: This name will only be seen internally so you can find it later.

Adding a logo/image to your block

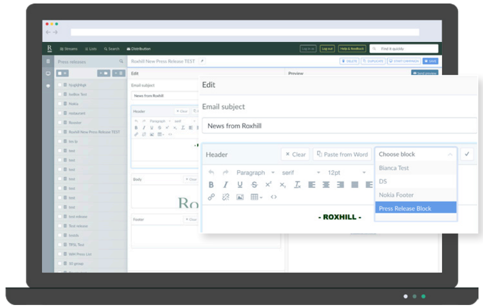


- Select the 'browse files' Drag and drop or browse files. option in the media tray.
- Choose an image file.
- The file will appear in the media tray.

- Select the 'insert image' button (next to your chosen file).
- Position your cursor in the desired location and click.
- To resize your image, drag the arrow left or right with your mouse.
- To move your image, highlight it and drag the cursor to left or right.



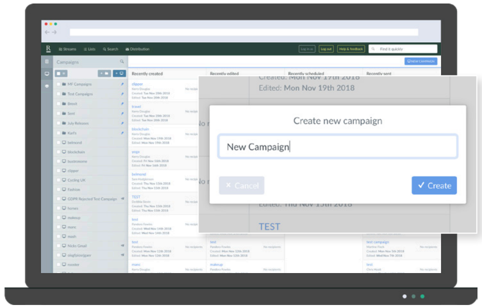
Adding a block to your press release

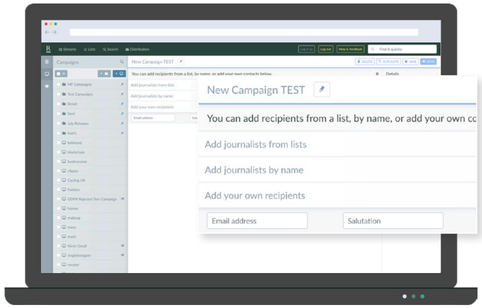


- Once you've created a new press release, click the 'Choose block' menu Choose block in the Header and Footer boxes.
- This will bring up a drop-down list of all the blocks you've created.
- Select the one you want.

Campaigns

How to distribute your press release

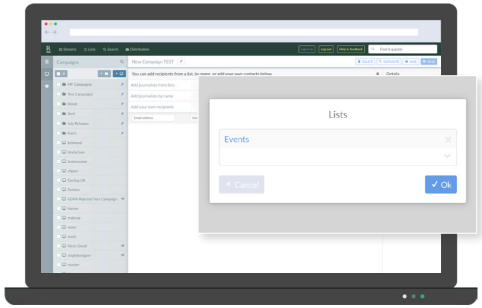




- If you have your desired press release open, select 'Start Campaign' NEW CAMPAIGN.
- Alternatively, select the **Campaigns** tab Campaigns.
- Enter the name of your new campaign
- Select 'Create' Create.

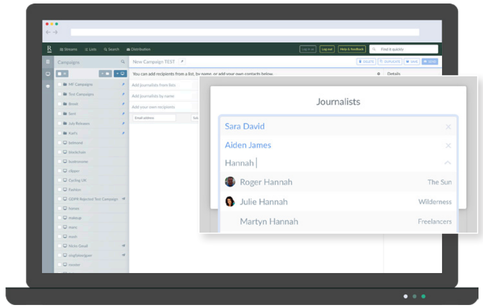
- You now need to add your journalist contact list to the campaign.
- You have 3 options:
  1. Add journalists from lists
  2. Add journalists by name
  3. Add your own recipients

1. Adding journalists from lists



- Select 'Choose list' button Choose list.
- Enter the name of your chosen list.
- Select your list from the dropdown menu.
- Select 'OK' OK.

2. Adding journalists by name



- Select 'Choose journalists' button Choose journalists.
- Enter the journalist's name.
- Select your list from the dropdown menu.
- Select 'OK' OK.

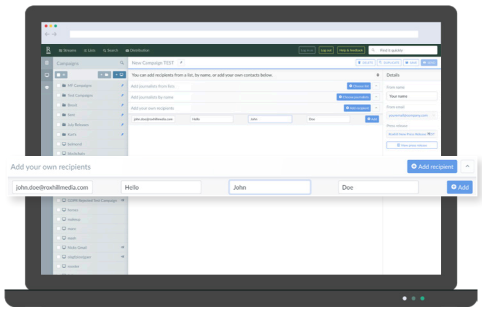
Top Tips

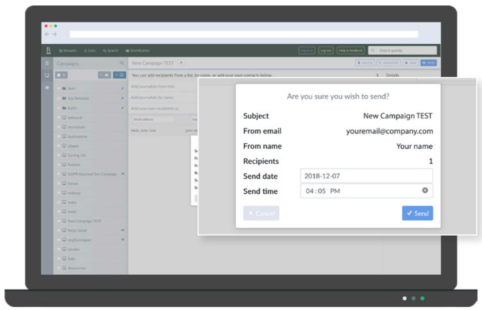
Emails

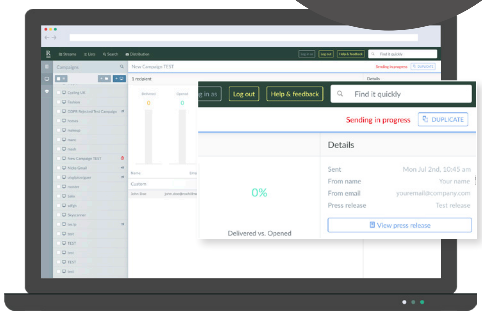
Only verified accounts have permission to send emails.

For further information, please speak to your account manager.

3. Adding your own recipients







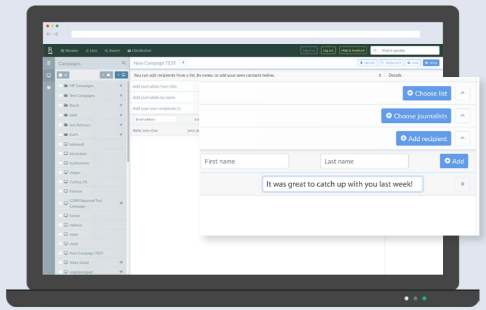
- Enter the recipient's email, salutation, first name and last name.
- Click 'Add' Add.

Note: This function is perfect for adding colleagues and shareholders to your communications.

- Once you've added your contacts, click 'Save' button SAVE to save your campaign.
- Select 'Send' SEND.
- Choose the date and time you want to send the press release.
- Select 'Send' SEND.

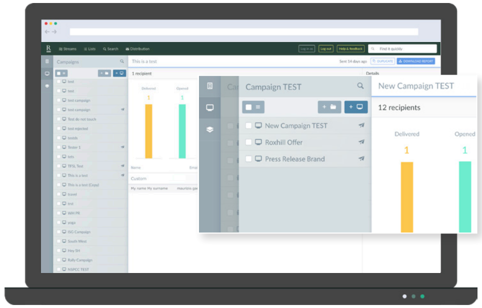
- The screen will read "Sending in progress".
- From here you can monitor the results of your press release.

Custom Messages



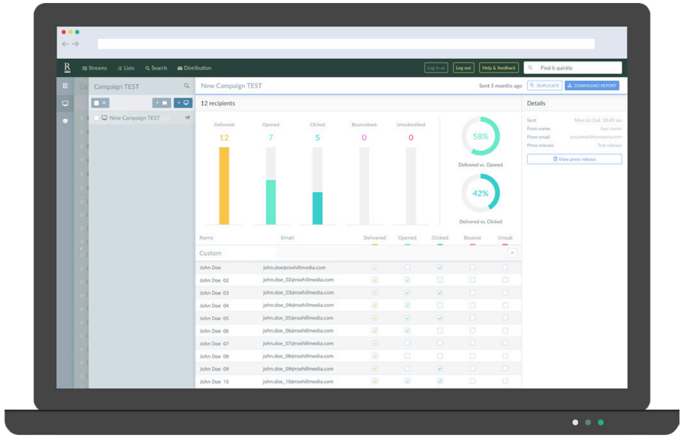
- You will see a Custom Message field to the right of every journalist contact.
- Type in any custom message you'd like them to see where you've used the *|CUSTOMMESS|* syntax.
  e.g. It was great to catch up with you last week!

Viewing your results



- Once you've sent your press release, you will be able to view your statistics over time within the **'Campaigns'** tab Campaigns.
- All sent press releases are highlighted with an aeroplane icon .

- Select the sent press release.
- A series of charts will appear to the right side of your screen.
- Each chart represents the number of emails Delivered, Opened, Clicked, Bounced, and the number of recipients that Unsubscribed from your campaign
- A list of recipient names and email addresses will appear on the lower half of your screen.



Need a little extra help?

If you need any more help use the Help & feedback button and we'll come back to you.