



## Using PR (Press Releases) as an effective tool in your Marketing plans

Media & Press relations have been important components of the Marketing Communication plans. Press releases have highest credibility amongst all other publicity methods. What do you need to do to use PR as an effective tool within your marketing plan?



## About your PR

- Keep it short, yet compelling
- Have good keywords
- Have a good storyline
- Include reference information
- Provide your contact information

Media & Press relations have been important components of the Marketing Communication plans. A press release is a recorded or written communication usually directed towards members of the press (indirectly to the target audience). It usually serves to announce an important event related to the company or its products/services that usually has some 'news' value.

With the advent of online press releases, businesses have even greater means of reaching out to their target markets effectively. The online press release plays quite a significant role when it comes to disseminating important information and updates on the World Wide Web.

## Some important characteristics of a Press Release

1. A PR should appear like a news item and not like another of your sales collaterals. A PR should only do subtle promotions of your products/services. Any direct promotions will be intercepted and media is unlikely to carry the feature
2. An effective press release should also have a title that encompasses the main facts and message of the release. Your press release title and summary are your "elevator pitch," and they are your tools in capturing a consumer or media outlet's initial attention. They get your press release read
3. A PR should tell a complete story, in short. It should include who/what the news is about, when it will go into effect or take place (or has taken place), why your product/service is relevant at this time, where people can find your products/services,
4. Your PR should have good reference information. People trust and interestingly read your news stories when you have relevant supporting references for what you wrote
5. Another mandatory element is your company or organization's contact information. Generally, the more contact information that you can provide, the better it is. The minimum should include: contact name, company/organization name, telephone number and email address
6. There are several PR rating websites, through which you can pass your content. If there is too much sales talk, the websites will block your PR right then and there.
7. PR should be short, not more than 400 words, or the length of one page, and no more. Avoid use of fillers and repetitive writing to bulk it up.



8. Finally, while composing a PR, you should consider "keyword" or "search engine optimization". The right keywords can triple or quadruple your estimated traffic to your press release.

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