

Framework for:

Editorial publicity

Part 2: Press releases

Date: _____

Company: _____

Brand: _____

Contact person: _____

Arranged by: _____

Take advantage of the press

Modern marketing is about actively using all available tools. One of the most underrated communication channels in the marketing mix is editorial publicity, i.e. articles and press releases.

Editorial material has very high credibility. Press processing is a great way to disseminate information and generate inquiries to a low cost. This is particularly true in the business-to-business trade press, which is often a very good channel to process.

In most companies there is a plethora of news that would be suitable for publication. Unfortunately few of these are actually used. It can be hard to see the news value in your own work. Similarly, it is sometimes difficult to find enough time to write articles and publish them.

But it is worth the effort. A follow-up analysis shows that the value of the generated column text is often ten times higher than the cost.

Three main types of materials are of interest to the trade press:

- New products are always an exciting field. Articles and releases are often easily placed.
- Application descriptions presents how a particular product solves a specific problem with a specific result and is of great interest to most newspapers.
- Technical articles can reinforce the image of a company as a pioneer and technology leader. The interest in these types of articles is often more limited and the article must often be offered a particular newspaper exclusive.

Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don't expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at info@pyramid.se

Press releases

Publicity in the communication mix

Publicity is an important competitive tool. Combined with other marketing activities, it strengthens penetration and impact, and interaction between different marketing activities provides synergy effects. The impact of an advertising campaign is always enhanced by a parallel editorial presentation, and the credibility of editorial information is (statistically) greater than advertising. Publicity is therefore a natural and important part of the overall marketing mix.

Press releases

Press releases are the most common form of contact between companies and editorial departments. The material should be focused, objective, easy to understand and interpret, and it should provide value both for the sender (company) and the receiving publication. Remember that editors always judge information in terms of newsworthiness:

New(s)

How long has it been known – the newer, the better.

Is it a subject of immediate interest?

Information related to a current topic always has greater news value.

Consequences

The greater the consequence, the better.

Human interest

Editors generally prefer news that touches the individual – news that has tangible human associations.

News

Unusual news is always interesting news.

Consider this when you write a press release

The information should have the same structure as a magazine article. Press releases should be short and concise, but still rich in information and content. Write in such a way that the editor needs to change as little as possible to satisfy content and length requirements.

- 1 Organize the information with the most important details first. This way, the editor can easily shorten overall length.
- 2 Start with a correct and factual headline that highlights the topic.
- 3 The ingress – the first couple of sentences – should offer the key point as well as the conclusion that can be drawn. "Who, what, when, where and how".
- 4 A press release should never be longer than one A4 page. If necessary, include a folder with background material.
- 5 Use simple language. Sentences should be short (max 15-20 words) and writing style should be unambiguous and active.
- 6 Use wide margins and line spacing to give editors plenty of room to make comments and notations on the printed press release.
- 7 Provide contact information at the end of the release, including valid international telephone numbers, and make sure that the contacts are available.
- 8 Follow up with a phone call to editors to determine/stimulate interest.

Planning

Subject/Headline

Argument – Logic/Motivation

	Magazine / Publication	Editor	Telephone	Date phoned	Interest	
					Yes (why?)	No (why?)
News value The information's value (news-worthiness) to the publication.						
<ul style="list-style-type: none"> • Is it hot? • Will it have great consequence? • Is it 'out of the ordinary'? • Is it current? 						
Photos/Illustrations Journalists are inclined to give more space to articles that include illustrative photos or graphics. Always offer alternatives that reflect well on your company and products.						
Background information Offer interesting supplementary information about the company, products, etc.						
Communication index Effect of the published article/notice in term of its attention-getting value.						
<ul style="list-style-type: none"> • How much does the information affect the reader? Grade 1-5, where 5 is the greatest effect.						

Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.

What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.

Together we can:

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

In Pyramid, you have a partner who:

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet
i.e. boosts your growth and profitability.

