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The State
The San Diego Union-Tribune
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THE GUIDE TO PR SUCCESS

Brought to you by: MarketersMedia

Digital Media Wire, Inc
San Bernardino County Sun
A.M. Best Worldwide

The Success of a PR Campaign's Untold Secret... Until Now

How a Press Release drives traffic, attracts eyeballs and boosts SEO.

Introduction

It's not that difficult to write a press release, get it approved and witness its distribution through several media outlets as well as online websites.

The difficulty lies in actually determining and measuring the success of a press release campaign.

So how can we measure the success of a press release campaign?

Just as in any business plan, success is always measured through the organization's goals and desired outcomes.

In press release marketing, we tend to gravitate towards these few results:

- Greater online (and offline) visibility
- Improved site traffic
- More social signals
- Higher rankings on SERPs
- An overall improvement in SEO

We know what want, but how do we get it?

That's what we're here for.

Hopefully this report would be able to teach you the many ways of getting your first press release approved with an almost 100% success rate, insider information as to how MarketersMedia is run and how you can always achieve your desired outcomes.

Benefits and Desired Outcomes of A Successful PR Campaign

As mentioned, press releases would have certain desirable advantages which is what we're here for, but more importantly - how do we achieve these desired results?

Greater online (and offline) visibility

First and foremost, the main reason why Press Releases are written is for the sole purpose of getting found - whether online or offline, we just want that publicity. Only secondarily would we think about things such as backlinks and SEO, but those aren't the focal points.

So how do we harness the great potential of a press release?

For one, we take advantage of getting high quality publicity at incredibly low prices. MarketersMedia had done a case study previously calculating the advertising value of a simple press release done by one of our clients.

The case study can be found here, "[\\$1,600 Worth of CPC Value From a Press Release](#)".

From our own internal analytics as well as external sources such as SEMRush, we were able to determine how much traffic was coming in from that press release, the keyword being targeted and the cost-per-click. In short, that press release garnered in advertising value of about \$1,600 for a cost price of less than a hundred bucks.

Over a period of 7 days, that press release received about over 243,000 impressions, 900 clicks and \$1,600 worth of advertising.

Improved site traffic

Another case study done was on "[1,700+ Visits on a Press Release](#)"

This case study focuses on Bob, our client whose press release went off to the various outlets we have namely Boston Globe, CBS Money Watch, The San Francisco Chronicle, ABC 7, just to name a few. Typically your news gets featured to more than 1400 media outlets, and MarketersMedia is able to report back at least 480 of them.

Bob's press release reached hundreds of newspapers, media recipients and editorials. Many of them picked up his release and republished on their website, bringing instant reputation and publicity for Bob – or any Internet Marketer interested in traffic generation and brand boosting, that's worth a lot!

This single press release managed to get over 1,700 people to read it and more every day. And that's what press releases are about - getting people to read your news, gaining massive attention, traffic, backlinks from top brand name sites with high PR and lots of buzz!

Getting higher rankings on SERPs and better overall SEO

So you know the benefits, but how does one go about doing it? For one, you can try simulating a viral effect using press releases.

Let's say we send 3 press releases - 1 out today, another in 2 days time and one more 2 days

after. The reason for planting so many press releases is to ensure that it continues to be a hot topic and signal to Google that your site is gaining importance. Just think of it this way: when a flu pandemic breaks out, what kind of news will flood the Internet? What we're doing here is replicating the process with press releases and simulating breaking news. When this happens, your site will improve in ranking.

As for the other method, it's simple - remember that content is king, and always will be.

Your press release content should always be optimized and that just basically means writing better press releases. This can also be seen as "Sustainable SEO Visibility", which pretty much means reaping the long-term benefits of a press release, not just the short-term instant traffic boosts and publicity.

The next section of this report would go into depth on what constitutes to writing a really good press release.

Invaluable Information from a MarketersMedia 'Insider'

This section would outline and teach what the main press release guidelines mean when it comes to submitting a press release with MarketersMedia.

This portion is probably what you're here for, to understand why we seem to constantly keep getting rejected for reasons such as:

- Headlines and content aren't newsworthy nor timely enough
- Using casual first person language such as "I, you, we"
- Writing too much like an advertisement

These are the most common ones, but we'd definitely make sure we guide you into always getting a 100% approval rate by following closely to this guide.

Newswhorthiness versus promotion

It's frustrating isn't it? Constantly getting rejected for something you thought was done perfectly right.

Well we've all been there, but there are those who have figured out what makes press release distribution services tick.

What is this thing they call "newswhorthiness"?

It's not rocket science really -- it's exactly what it is.

The idea of press releases are to provide journalists something to write about for the press, to get broadcasted across radio as well as television stations.

So if you think about it, if it isn't something you see on primetime news or if it isn't something you read in newspaper headlines -- then it probably isn't that newsworthy.

However at MarketersMedia, we do provide leeway because after all, we cater to Marketers and if it's just a *little* promotional, it's fine.

Then comes the next question, "How do we strike a balance between newsworthiness and promotion?" I obviously have a new product offering and I want to inform people about it, but how can I do it without sounding like a typical salesman in Bangkok trying to sell a wooden toy to you?

You don't.

It's pure logic that you'll never want to do business, be friend or go on a date with someone who just keeps talking about themselves, right?

Egocentricity is not attractive so in the case of press releases - it's the same thing.

Never talk about yourself. Instead, have someone else talk about you.

Writing in third person

People get rejected for press releases primarily for using casual first person language, e.g. "You'll definitely be able to write a press release in no time!"

This works well for almost any written work, except for press releases. Because they're not meant to sell or promote directly to the person. What makes press releases so credible and reputable is the fact that they're always talking about someone else, a third person's voice - another perspective.

Which would you believe more?

- (i) "I am the GrandMaster Chess Champion of 2009, South East Asia"
- (ii) "He was the Grandmaster Chess Champion of 2009, South East Asia"

Minor differences, but a larger impact when a third person voice is used.

So how can you do the same?

Here are some quick simple suggestions to convert your press release to third person voice:

- Change "I, you, we, our" into their respective third person counterparts which are "He/she/his/her, they, their" just to name a few.

- Use the company's name to get a good feel of looking at your company from a different perspective. Instead of saying "Our Company released a product..", try and get used to de-personalizing it into "MarketersMedia releases a new product.."
- If you haven't used any quotes, some of these could be put into quotes to boost credibility, e.g. " 'We're definitely working on a way to improve our reporting, and even integrate it with statistics in the near future.' says the spokesperson for MarketersMedia." But do be careful as having too many quotes can have an egocentric counter-effect, making it less credible and having your plan backfire on itself.
- Get someone else to write your press release for you, whether it's your friend, business partner -- it doesn't even have to be a professional writer, though those usually do a lot better. As long as there's a different perspective writing the same thing, casual language shouldn't be a problem.

Avoiding SPAM words

How believable a press release is also takes into consideration how spammy it looks. We've definitely encountered one of those spam ads that talk about "FREE TRIAL", "WEIGHT LOSS DEALS", "TRIPLE YOUR INCOME" at least once in our lives using the Internet.

Press releases aren't a platform for advertising, especially not with these spammy ones. News would always be good news, it's content would follow suit without using these kind of gimmicks.

So if you're writing things constantly with large CAPS, simply switch to lowercase and refrain from using words such as "make money", "sell" or "free" -- these typically get trapped by spam filters. First person call-to-actions such as "Sign up here" or "Get the codes" are also not recommended.

MarketersMedia Assisted Editing

The main purpose of assisted editing is to actually have our editors help modify small parts of the press release such as adding a full stop or comma, removing unnecessary words and making it sound as impartial as possible.

As such, this free service was made to provide our clients the luxury of helpful editing, making a press release fit within our guidelines without changing its meaning too much - something to take great advantage of.

There are always times when users ask why their press release got rejected and mostly it's because their content just isn't sufficiently newsworthy enough. As such, our editors aren't really able to edit such press releases, as this pretty much means writing an entirely new press release itself.

Spelling and Grammar

You don't have to write the most eloquent press release ever, but it has to be easy to read and nobody likes reading something filled with mistakes here and there. It makes the difference between something that is written by someone authoritative and professional as opposed to something written by someone who's completely untrained and nonchalant about quality writing.

Spelling and grammar checks are readily accessible in Microsoft Word, even with Google Docs you'll easily be able to tell words that sound wrong or are spelt wrongly. Use these as much as you can, and while subtle differences in American and British spelling (color vs colour) don't make a huge difference, people do subconsciously feel closer to home if you literally 'speak their language'.

Getting into Yahoo News

Whether you're trying to get into Yahoo News or not, these guidelines would almost certainly get you a 100% approval rate, on top of the guidelines MarketersMedia already provide.

As we know, Yahoo includes breaking-news stories and perspectives ranging from different individual interests, expertise, backgrounds, and locations, so it is always good to bear the following factors in mind when writing your press release:

Originality

Plagiarised work will always be frowned upon, whether it's your university lecturer or Google - make sure they are seeing something they've never seen before.

Timeliness

"The harmful effects of Global warming now" does not make it newsworthy. Mainly because it's an ongoing process and any kindergartener would know about this - it's nothing *new*. Make sure to always announce something that's upcoming or has just arrived.

Details

It's a press release - write everything that pertains to the news, nothing more nothing less.

Transparency

Use credible quotes and supported facts. Try to refrain from using your own company as the source of your facts and quotes as this leaves people wondering how credible the press release really is. Don't use Wikipedia as a source too.

Fairness

Yahoo doesn't allow ranting, cheerleading, misleading, name-call, flaming or otherwise unfair content on their news. Very simply, don't over-promote yourself, and don't demote others. Be

thoughtful and respectful.

Dealing with 'Writer's block'

It's always better to write your own press release, because it saves costs and you are the person that will know what message you're trying to convey to your readers.

The idea of press releases are to provide journalists something to write about for the press, to get broadcasted across radio as well as television stations.

So if you think about it, if it isn't something you're able to see on primetime news or if it isn't something you read in newspaper headlines -- then it probably isn't that newsworthy.

Press releases can be categorized into 5 main types:

- 1) Launches
- 2) Promotions
- 3) Industry Trends Reporting
- 4) Milestones and Achievements
- 5) Lawsuit and Crises

A more detailed explanation can be found in this article, ["61 ideas for a press release"](#).

If your content can't be classified according to the 5 main types easily, then it is probably not newsworthy.

Another simple thing you can do is just let nature take its course, and write only when you feel like writing or when you really have something noteworthy to announce.

Constantly ask yourself and the idea that you have in your head

- Is it urgent? Is it happening now?
- Is it unique? Has this story been done before?
- Is it useful? Or does it just tell people to buy your product?
- Is it ultra-specific? Or too many stories are being announced at once?

You might recognize these as the 4Us to powerful copywriting, and it can definitely be applied to press releases as well.

Urgency refers to writing press releases that are recent or are about to happen. If it is something that has already passed, why would anyone read it? If it's something ongoing, what makes it so special? Why is it so important and unique that people have to read it?

Then comes the standard consumer question -- what do I stand to gain from reading this? Is it useful? How can I benefit?

And lastly, no one likes reading a haphazard mess of mini-stories. One piece of news per press release. The difference between a good press release and a mediocre one is the ability to give all the required details of one press release.

It's not about trying to come up with some news, adding more stuff to it just to fill up the word count - it's about high quality press release content that people actually want to read.

But at the end of the day, practice does make perfect. As long as you keep writing press releases and keep learning what makes it good, you'll definitely be better off in the long-run.

However, if you're really stuck and have no time to write, MarketersMedia [press release writing services](#) are readily available at your disposal.

Making the Best out of Your MarketersMedia Experience

If you're already with MarketersMedia you should know that we also have tutorials and templates at <http://marketersmedia.com/tutorials> readily available, where you can copy, modify and fit your press release content easily without the help of any press release writing services.

Secondly, we pride ourselves on our responsive support team. Where most press release distribution sites wouldn't even reply to your queries or needs, MarketersMedia would always try its best to answer all related queries - as long as they are legitimate questions and not spam.

Occasionally the support team also finds itself giving:

- SEO advice
- Writing advice
- Clarification of Press Release Rejection Reasons
- Dashboard troubleshooting help

MarketersMedia is constantly working and improving based on your needs, so if you have anything that may help us achieve this, always feel free to contact support@marketersmedia.com.

Our organization strives to help and provide you with the best customer experience. We hope this book has been of further help and assistance and we most definitely look forward now to seeing all your written press releases and getting them all approved quickly and more easily!