



BIANCHI
PUBLIC
RELATIONS

Get More Mileage for Your News Release

A large part of PR success these days relies on how easily accessible you are to media and customers online. Journalists are using the Web more and more to generate story ideas and find leads / sources.

According to recent studies, approximately 90 percent of journalists use the Internet for search queries and reading news. In addition, 85 percent of journalists use the Internet to find story ideas and news sources and 75 percent of them read blogs for information and to find story ideas.

By having the right content and by distributing your release via the right channels, a news release can help boost your rankings in the ever-so-important search engines, thus making your company / brand / news easy to find.

So, although you may have distributed your release via a newswire and to your own media lists – don't stop there. There are a few more steps to take post-distribution that can help ensure you get the best coverage for your news:

Link, link, link – be sure to post or link to your release across all your social media sites. Post it on Twitter, Facebook and LinkedIn. Upload videos to YouTube and support materials like presentations or data reports to SlideShare.

Remember your Web site – make sure the release is posted on your Web site as soon as it's distributed. Since your Web site will be listed on the release, traffic can increase almost immediately and you want your site to be updated and current. Users expect to see things in real time.

Blog about it – if you have a personal or company blog, you can write about the news there as well. Having a blog not only lets you talk about the news in a different way, but it serves as yet another outlet you can use to get the word out. Don't just repost the release but add perspective, summarize and provide a link to the full text.

Keep an eye on coverage – if a media outlet or blog that isn't already on your radar picks up your story, be sure to look into it and add it to your distribution list for the future. Also, take note of where certain types of news gets noticed, what kinds of stories are linked to most often, what topics are starting the most conversations, etc. so you can better tailor and target media releases and pitches.

Bianchi Public Relations, Inc.
888 W. Big Beaver Rd., Ste. 777
Troy, Michigan 48084
248-269-1122
www.bianchipr.com