

ANATOMY OF A (NEARLY PERFECT) PRESS RELEASE

Humankind has long sought to create the perfect press release. Will it ever happen? Only time will tell. But this handy infographic can get you juuust a little closer.



Disclaimer: While these tips are definitely real, this press release is not. (Though our moms are still very proud of us.)

1 Start with a compelling headline that draws readers in. Get quickly to the who, what and why. (Ask yourself, "Would I want to read this? Would my audience?") Keep in mind...

- **Size matters.** Keep headlines brief and shareable. Limit them to 110 characters.
- **Include the most important info**—including your keywords – in the first 55 to 70 characters, the cutoff area for most search engines and email inboxes.
- **Be unique (just don't say it):** According to an analysis of press releases distributed through PR Newswire, "announces," "launches" and "names" are the most overused action verbs in press release headlines. Words like "unveils" or "reveals" are less common but more provocative, and consequently generate more views proportional to their use.

2 Good PR pros include their company's name at the top, but GREAT PR pros include their company's logo. (It's a brand recognition thing. You get it.)

3 Mix it up: Time (and attention spans) are limited these days, so use these tactics to hold your reader's attention (and keep the SEO gods happy):

- Limit paragraphs to three to four sentences
- Vary sentence length and structure
- Use headers to break up text
- Use bullets to list key takeaways or points

4 Thinking of burying your call to action (CTA) at the bottom? Rude! Put your CTA after the first or second paragraph so readers can find it fast. Speaking of CTAs...

- Dare to be different. Avoid the tired and unimaginative "click here" with your CTA. (Sure, you want the reader to click, but why "here?" Why not there? What will they find when they click here? Is this a trick? What's happening?? Can anybody hear me???) Lest you send the reader into an existential crisis, put more description and context around your CTA. (It's good for SEO, too.)

5 Make an asset of yourself: Press releases perform up to six times better in terms of engagement when they include multimedia assets like videos, photos, charts, infographics or social media posts. Not only that, but a majority of journalists explicitly want PR pros to do it, according to Cision's annual State of the Media Report.

6 Let's talk numbers: Sure, it might not win you any friends at a cocktail party, but according to journalists, discussing original research and data make for a killer press release.

7 If there's one thing journalists love, it's a good quote. (Seriously, they can't get enough of them. You start them on the subject of a good quote, and you'll never hear the end of it!) Include a quote from a subject matter expert or thought leader to give your release more credibility, humanise your message and help reporters.

8 Want to give journalists even more of what they want (multimedia assets) without overshadowing the rest of your release? **Link it!**

9 Don't end on a cliffhanger: Provide contact information so reporters can follow up.

10 Worried that your press release is too long or too short? We beg you to stop. Word count will vary by announcement (so you do you). What matters is that you tell a complete story.

PR NEWSWIRE CREATES WORLD'S GREATEST PRESS RELEASE USING DECADES OF DATA

The industry-leading press release distribution company follows a strong headline with a subheadline to give more context

LONDON – April 1, 2024 – In an industry first, marketing and communications professionals all over the world finally have a gold standard by which to model their press releases. PR Newswire, a leading global distributor of press releases and comms content, announced today that they have created the world's first data-based, science-backed press release.

Created using data from years of in-depth market research and a comprehensive analysis of successful press releases, the press release is specifically formulated to capture readers' attention and break through the noise, by:

- Starting with a compelling headline
- Breaking up text into short paragraphs and using bullets
- Using eye-catching visuals and multimedia
- Having a prominent, actionable CTA

PR Newswire®

WATCH THE STORY BEHIND THE RELEASE.

Through its research, the PR Newswire parent company, Cision, found that 3 out of 4 of journalists want press releases and news announcements from brands and organizations, indicating their role as a powerful source of earned media coverage.

"More than 1 in 4 journalists receive over 100 pitches per week, so it's important to stack the deck in your favor if you want to stand out," said Nicole Guillot, COO and President of PR Newswire.

"Compelling, concise storytelling paired with insightful data, quotes and multimedia assets will increase your chances of getting noticed and getting coverage."

The company's annual State of the Media Report gives insider insight into what journalists, influencers and other members of the media think when it comes to getting pitches and press releases. The press release will also benefit members of the media, who will get all of the information they need to pursue a story – and be able to tell immediately why and how it is relevant to them.

[Learn more about the PR Newswire press release formula and download our Definitive Guide to Crafting an Engaging Press Release](#)

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About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

IT PROBABLY GOES WITHOUT SAYING BUT...

Timing is everything. Want to send out a press release at 8 a.m. sharp? You may want to give it a minute or two—literally. 52% of copy is sent on the hour and half hour. Stand out from the crowd: Send at an off time like 7:43 a.m. or 10:13 a.m.

Have a point. Your press release should have a clear news angle, and quickly answer the question, "Why does this matter?" Otherwise, you might as well be talking about the dream you had last night because guess what, Ron? Nobody cares!

Avoid keyword stuffing. Search engines are on to you, and we both know you're better than that. Try to average one keyword per every 100 words.

Stop with the clickbait-y headlines. People catch on quickly to this cheap tactic, and you won't be invited to the next barbecue.