

# TIPS FOR WRITING AN EFFECTIVE PRESS RELEASE

MASTERING THE ART OF WRITING A PRESS RELEASE IS A MUST FOR ANY MARKETING AND PUBLIC RELATIONS SPECIALIST.

JOURNALISTS USE PRESS RELEASES FOR NEWS TOPICS AND RELEVANT STORIES, AND WRITING A PRESS RELEASE REQUIRES LOTS OF PRACTICE AND SKILL.



HERE ARE SOME TIPS ON WRITING AN EFFECTIVE PRESS RELEASE:

## 1) IT NEEDS TO HAVE A NEWS ANGLE

It is distributed to the media and shared with potential customers. A press release must be relevant and written to catch attention without being inauthentic.



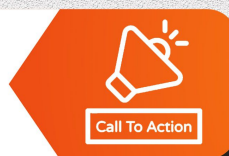
## 2) MAKE IT SHORT

People now a day's want short and precise content, so get to the point quickly and stay on it, no need to repeat yourself.



## 3) CALL TO ACTION

Keep your calls to action somewhere between the first and second paragraphs. Use a full URL if it doesn't obstruct your content too much.



## 4) MULTIMEDIA AND QUOTES

They make your press release look more trustworthy. You can enhance your piece by providing additional info, visual references and clarifications.



## 5) HEADLINE

The headline should be catchy as well as informative because it can either make your press release stand out among the crowd or be part of the unread pieces.



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