

PR Newswire®



**A BEGINNER'S
GUIDE TO CREATING
AN EFFECTIVE
PRESS RELEASE**

How to Maximise Reach & Coverage for Your Press Release

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UNLOCK THE VALUE OF PRESS RELEASES

A well-crafted press release is a powerful tool for getting your brand's story seen and a fundamental element of any effective PR strategy. More than just a simple announcement, a compelling press release can effectively spread your news, reaching target audiences including customers, shareholders, investors and journalists.

When surveyed for the [2025 Cision State of the Media Report](#), 79% of journalists said they rely on press releases for generating content and story ideas. They expect PR professionals to provide trustworthy, relevant, engaging and useful content.

But in a noisy, fast-paced digital world, how do you make sure your press release stands out and reaches your intended audience? By presenting your information in a clear, concise and newsworthy format, you increase your chances of securing valuable media coverage, building brand awareness, and ultimately, driving results.

In this guide, we'll walk you through the steps of building a successful press release—from writing to distribution and sharing your story with the world.



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BEFORE YOU START...

Creating press releases is hard work. After weeks and months of crafting your announcement, you, of course, want it to be successful—from generating earned media pickup to boosting brand awareness and driving traffic to your company website. But, where do you start?

Identifying your audience should always be the first step; obviously, you'll have a slightly different tone if you're writing for shareholders versus the general public. The "success" of the release will depend on what specifically you're trying to achieve—what metrics have you and your team set to determine the ROI of your press release? And of course, budget will always factor into your initial planning.

Before you start with the actual press release writing, answer these questions so you can really dig into your next release with the right framework:

Who is the Intended Audience?

Is your press release intended for the media? Consumers? Analysts? Investors? Most wire services, including PR Newswire, have targeted distribution lists that can help you reach the audience that is most important to your news or brand. Craft your message in alignment with what you know about your audience's goals and interests.

What Are Your Communication Goals?

Is your PR or marketing team interested in brand awareness, media coverage, website traffic or a different objective? In other words, what do you want your intended audience to do with this news?

How Much can You Spend?

You'll need to establish your budget for distribution. Factor in any media like photos and videos, targeted industry lists, paid placements, etc.

Once you have these questions answered, it's time to start creating a press release that will get results.



CRAFT YOUR PERFECT PRESS RELEASE

From the headline to contact information, press releases require [certain essentials](#) to make them distribution-ready. However, to break through the noise, capture online attention and increase the chances for earned media coverage, you also need the right formatting and digital components. Take this balance into consideration as you put together your next press release to help extend the reach of your news and improve audience impact.

Craft Your Press Release with SEO Best Practices in Mind

When optimised correctly, [press releases can help improve online visibility](#), generate valuable clicks and drive website traffic. For the best results, focus on high quality, [newsworthy content](#) and natural language and keyword usage.

Focus on Quality Content

The definition of “newsworthy” has expanded in the age of search engines, meaning press releases are no longer only read by or written for journalists. However, reputable newswire services evaluate press releases to ensure content quality before distribution. In general, content that is purposeful, relevant, well-written and connects with a target audience will be rewarded by search engines and shared by readers.

Lead with Your Hook

Search engine results reveal just how concise your information needs to be. You have the headline, sub-headline, and a portion of the first paragraph to convince readers to invest time in reading your news. Your lead paragraph should quickly answer the classic five Ws: who, what, when, where and why. Use this valuable space to tell your audience why they should care. What makes this story important and one they should keep reading?

Build Better Copy

Once you’ve grabbed your readers’ attention, start adding in the details. Search engines reward substance: Press releases written in natural language rank higher in search results. Avoid keyword stuffing and corporate jargon. Use short sentences and bullet points to break up the text for visual interest.



Grab Your Readers' Attention with a Compelling Headline

- Craft headlines that include the most important information/keywords in the first 65-70 characters. Data from our [2024 State of the Press Release Report](#) showed that press release views decline sharply for those with headlines longer than 100 characters. So, keep your headline short and to the point. Utilise subheadings to provide additional information and context.
- Adhere to AP style; it's journalists' preferred standard. Follow [AP style rules](#) to make your release more appealing and easier for journalists to use.
- Consider including your organisation name, for SEO purposes as well as clear attribution. However, an unbranded headline can be just as effective at drawing in readers by answering the “so what” for readers up front and freeing up valuable space in the headline. Consider which option best tells your story.
- Include an action verb when appropriate. Our research finds that using intrigue-provoking verbs such as “reveal” and “unveil” can increase interest in a story and garner more views.
- Write your release with natural keywords to boost discoverability online.
- Never repeat a previously used headline; search engines flag duplicates and push them down in search results.
- Include a dateline: Where is your company's headquarters located, or where is your news originating from? Be sure to include the city and state in your release.



PRESS RELEASE CREATION JUST GOT EASIER

Ready to efficiently create, optimise, distribute and measure the results of your press release? Our AI-powered features—from press release writing and editing tools to data-driven insights—empower you to create and distribute compelling brand stories with ease. Log in to our customer platform to leverage AI to generate ideas and enhance productivity, so you can focus on strategic initiatives.

LEARN MORE ABOUT OUR PR-DRIVEN AI SOLUTIONS

Stand Out with Multimedia

Multimedia elements drive audience engagement through visual storytelling and social sharing. Journalists tend to publish what they consume, and they want engaging content that includes immersive visuals and data: [70% use images provided by PR pros in their stories](#), while 30% use data visualisations/infographics and 25% use videos.

Here are some tips to consider when creating and/or including multimedia elements with your press release to boost your chances of securing earned media coverage and increasing visibility:

Photos

Photographs and graphics are perhaps the easiest way to bring your story to life. Some tips for creating engaging images include:

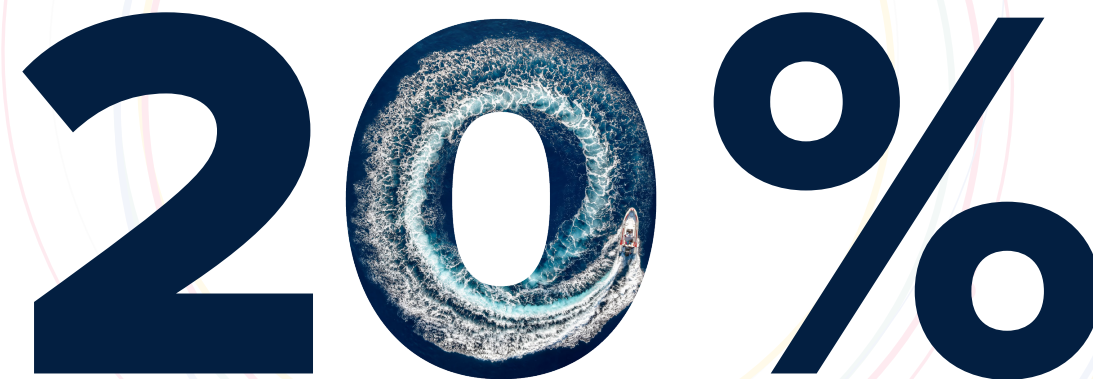
- Provide the highest resolution possible to allow journalists and your audience to resize the media for different channels.
- Multimedia must be yours or be free and properly licensed.
- More is better: [Data shows](#) the more images you provide with your story, the higher the engagement.

Videos (Including YouTube)

You don't need a video production expert on your marketing/communications team to experiment with videos (however, our [Content Services team](#) can assist you if you want professional help). Here are some tips to get you started:

- **Keep it short and sweet:** Most marketing videos should be two minutes or less, according to [Vidyard](#).
- **Make sure the message matches your audience:** Video can be a great communication format and vehicle for any audience. But before you shoot, have a clear understanding of who you are speaking to and what you are trying to say. Developing a script—and even a storyboard beforehand—can help ensure your message comes across as intended. An exception would be a live event, where you want to document exactly what happened in real time.

According to the State of the Media Report, **20% of journalists said they are more likely to pursue a story if it includes multimedia**. Journalists' use of multimedia caters to the changing media consumption preferences of their audiences. Brands should take note of this; by providing multimedia content to journalists, you are increasing earned media opportunities and providing more engaging stories.



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Establish Thought Leadership with Quotes

Press release quotes add an authentic voice and emotional context to your story, drawing attention and driving engagement. It's also important to remember that journalists are generally in a time crunch and do not always have the time to reach out for a unique quote. Help them out by [including compelling quotes](#) from your spokesperson that they can reference or include in their coverage. Make sure your quotes have a conversational tone and use words your spokesperson would actually say out loud. Looking for a multimedia opportunity? Turn your quote into a video or sound bite that can be shared across social platforms.

Include a Call-to-Action (CTA)

Do you want readers to visit your company blog, download an e-book or republish an infographic? A strong CTA will guide readers to take a certain action over another. Stick to a single CTA, if possible, to avoid reader confusion and help focus clicks. Include it high up in the release content—preferably in the first or second paragraph—so that it's not buried and missed by readers or journalists.

Use Hyperlinks Wisely

Our Customer Content Services team recommends including 1-3 unique and relevant hyperlinks in your press release, including your call to action. This helps ensure links don't compete for clicks and readers don't become overwhelmed by too many link options.

This recommended range does not include boilerplate links and contact information. If you want to provide links to your social media profiles in the boilerplate, for example, do it! However, limit links in the release body to focus engagement and improve readability.



Include Your Boilerplate

Close every press release with a [standard company boilerplate](#)—one of the most important but overlooked parts of a release. The boilerplate provides journalists and readers with important context and information that can help them determine whether your announcement is relevant to their audience. Keep it brief, avoid industry jargon or acronyms and include links to your website and social media accounts to help drive traffic.

Include a Media Contact

Your media contact should be a credible spokesperson for your company that is readily available to answer media queries. Include their phone number, email address and perhaps their social media handles so journalists and influencers have a variety of contact methods to choose from.

Consider Translations/Localisation

If your organisation, or the content of the press release, appeals to an international audience, this is an excellent opportunity to distinguish yourself from your competitors. When appropriate, consider localising your message for each unique market you want to capture and translating your message to connect with your audience through additional languages, even within the U.S. or Canada. The time required to translate your press release depends on its length (and PR Newswire can help with this, if you need it).



SEND YOUR PRESS RELEASE TO THE EXPERTS

Now that you have considered and gathered all the information required for your press release, it's time to reach out to PR Newswire for distribution. Save time by [logging in to your account](#)—our secure, user-friendly workflow will ask for all the necessary information.

Once you're logged in, you can also take advantage of our [free AI-powered tools](#), created specifically for PR and comms professionals to make the press release process faster and more effective. These data-backed tools can help you generate new release drafts, optimise existing drafts, identify keywords for discoverability, suggest engaging headlines and more.

Submitting your release online will eliminate some of the manual work that happens behind the scenes, helping you meet your deadlines more easily.

Time for Expert Review

Here's a list of the things our Customer Content Services teams—available 24/7—do to get press releases ready for distribution:

Proofreading

- Spelling mistakes, grammatical errors—we've seen it all. Your press release may have gone through several levels of review, but an extra set of eyes with editorial experience never hurts.
- Consistency is key; we review things like acronyms and the names of people and places to ensure that they are spelled consistently throughout your press release.

Consultation

- Our team leverages their experience to share what works, what doesn't and how a press release can be optimised to help an organisation meet its goals.
- We can offer insider tips and suggestions on how your press release can cut through the noise and make an impact. Just ask for an SEO consultation and for any other tips to improve your chances for earned media pickup.

Formatting

- Press releases are converted from your Word document to a “web-ready” HTML format in order to best be distributed online and to the media. This ensures your content renders well on a variety of different sites.
- Our specialists can provide a preview of the press release for your team to approve before distribution. See how it will be displayed on PR Newswire's websites and request changes to meet your needs.
 - Pro Tip: Even before you submit the release to PR Newswire, our dashboard will provide you with an initial preview based on your draft and allow you select from several layout options so you can choose the look that works best for your content and multimedia assets.
- If your press release contains any elements such as tables or multimedia, some additional time will be required to format these components so the content is readable.

DISTRIBUTE AND AMPLIFY YOUR PRESS RELEASE

By using a trusted distribution service like PR Newswire, you can have confidence that your press release will not only go to journalists to increase earned media opportunities, but it will also be posted to trusted websites for maximum online discoverability.

But simply distributing your press release isn't all there is to it—the most successful PR campaigns utilise a holistic [Multichannel Amplification™ strategy](#). By leveraging multiple media channels—earned, shared, owned and paid—you can increase brand awareness, expand your story's reach and boost the ROI of your PR efforts.

PR Newswire offers solutions to help PR teams with every step of their multichannel campaign.

Reach the Right Audience with Targeted Distribution

With PR Newswire, you can send your press release via the largest and most-sourced news distribution network in the industry. Editors, journalists and influencers worldwide know that content from PR Newswire is credible, reliable, and worth reading and sharing.

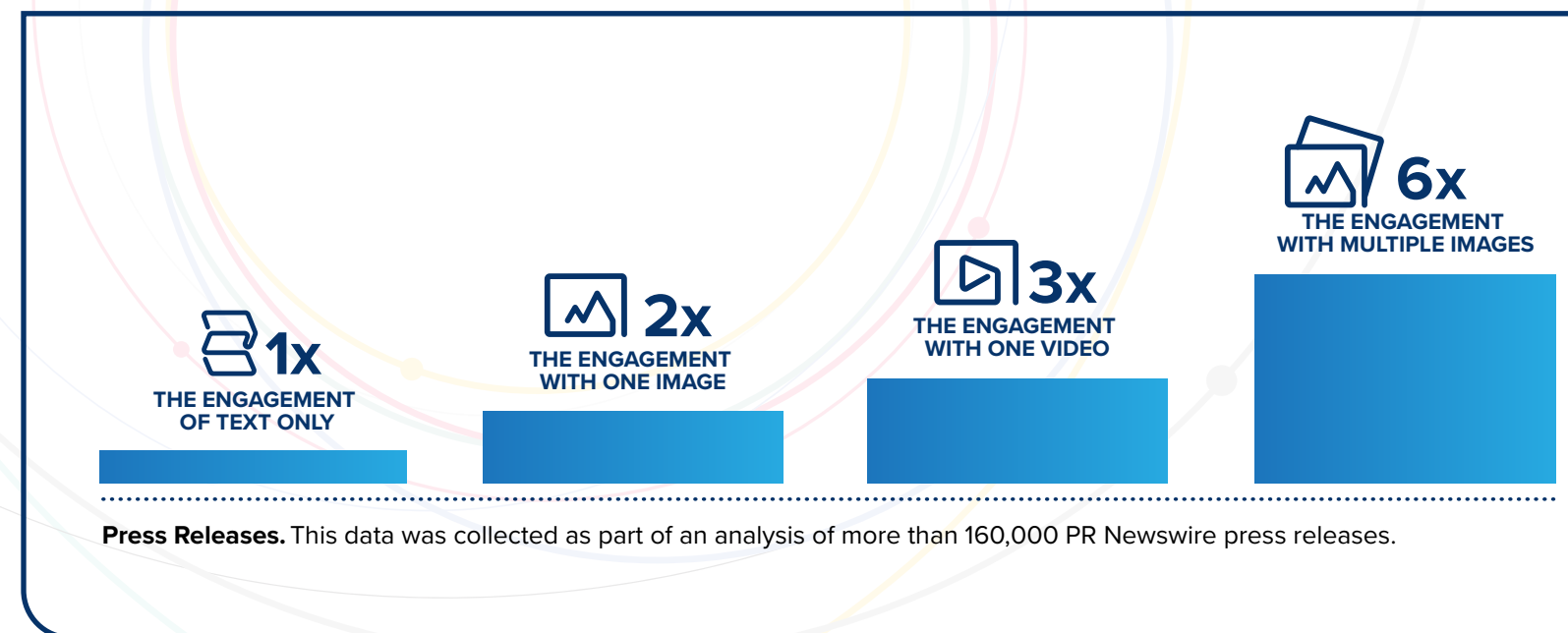
Target your distribution by country (more than 170 in over 40 languages), states or provinces, regions, cities, industries (e.g. technology, finance, etc.), verticals, beats (e.g. IR, cryptocurrency, etc.), demographics and more.

Need to zero in further? Fine tune your distribution by reaching industry analysts and portfolio managers with our Market Lists or reach niche reporters with Influencer

Lists—which will send your release to opted-in journalists covering everything from agriculture to venture capital, children's education and climate change.

In addition to the newlines and targeted lists, make sure to upload relevant multimedia assets when you submit your release. Including multimedia with your announcement increases the chances of it getting in front of the editors, reporters and other influencers who are constantly looking for new story ideas and editorial opportunities. Our data shows that press releases with multiple multimedia assets (photos, logos, videos, etc.) can generate up to **six times the engagement** of text-only announcements.

PR Newswire's reach, expertise and precision targeting can help you share your story on a global scale. When you've got something important to say, we don't just help you say it. We help you be heard.



Drive Engagement with a Multichannel News Release

If we haven't made it clear enough yet, multimedia is essential to an impactful press release. By working with the dedicated team of designers and project managers in PR Newswire's Content Services division, you can transform your press release and multimedia into a [Multichannel News Release](#), a visually-compelling, branded landing page that garners 10K guaranteed views.

These custom-built pages combine paid, owned and earned media strategies to drive engagement and promote content. In addition to a full wire distribution, reap the benefits of up to six multimedia assets, video distribution, targeted influencer lists and a custom call to action.



Plus, you'll have access to in-depth reporting and analytics to show how your message is reaching the right audience.

A Multichannel News Release provides a comprehensive, turnkey solution for elevating your press release, guaranteeing visibility and driving measurable results across all your communication channels.

Control the Narrative with Guaranteed Paid Placement

Research has shown that [81% of consumers](#) trust content that appears on publishers' websites. By turning a press release into sponsored content, PR pros can leverage the credibility of trusted publishers to amplify their message on premium outlets and generate meaningful engagement. Through PR Newswire's partnership with Nativio, [Guaranteed Paid Placement](#) enables PR professionals to reach audiences where they already are, in the format they prefer with an authentic look and feel that matches the publisher's website.

Guaranteed Paid Placement serves as the ideal complement to your multichannel strategy by increasing impressions—depending on the option you choose, your story can receive anywhere from 30K-100K guaranteed views. Additionally, it improves the ROI of your campaign while allowing you to maintain control over how the story is told. Transform your press release into native advertising on trusted sites like Reuters, TIME and HuffPost to boost exposure.

Tap into the credibility of trusted publishers, ensuring your message not only reaches a wide audience but also resonates authentically, driving meaningful engagement and maximising your campaign's impact.



Simplify Social Sharing with SocialBoost

Typical social sharing buttons enable readers to share a link to your content but require them to write their own post copy. With SocialBoost—exclusively available through PR Newswire and powered by SoSha—you control the message and make sharing easier by providing pre-drafted, optimised social post copy for the press release.

And to help you save time and perfect your social post copy, SocialBoost's AI features can generate engaging posts for you that are optimised for each social network. A widget with the pre-drafted social posts is embedded right into your press release, enabling readers to seamlessly share the story across social media networks.

[Learn more about SocialBoost](#) and how it can amplify social sharing of your story by up to **100 times** while allowing social posts to stay true to your brand's message.

Now that you are armed with the answers you need to craft, distribute and amplify your press release, it's time to get started.

Up to

100x

A large graphic featuring the text 'Up to 100x' in a bold, sans-serif font. The '100x' is rendered in a dark, almost black color. The '0's are filled with a circular inset image showing a hand holding a smartphone, with various social media icons (like, share, retweet) overlaid on the screen. The background of the graphic consists of several overlapping, thin, curved lines in shades of blue, yellow, and pink, creating a sense of motion and connectivity.

More social shares

PR Newswire®

MAKE YOUR STORIES GO FURTHER WITH THE POWER AND CREDIBILITY OF PR NEWSWIRE.

Reach the audiences who matter most with the world's largest and most trusted press release distribution provider.

[SEND A PRESS RELEASE](#)



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.