

PRESS RELEASES

B.Y. Communications Worldwide, www.bycomworldwide.com

Press releases are the most simple and effective way to promote your business. The release shares information about your firm's newsworthy item or event. It piques interest, but it doesn't give away the whole story. In the age of social media, the press release shouldn't be overlooked.



BENEFITS

- ◆ Free publicity for your business
- ◆ Increase traffic to your business site
- ◆ Boost visibility
- ◆ Get recognized for your expertise
- ◆ Put the spotlight on winners of a contest
- ◆ Promote upcoming speaking engagements
- ◆ Announce awards you received or media appearances
- ◆ Introduce your website or social media sites your business has joined

The press release captures the attention of your target audience and the news media. Reporters and editors often scan them during the course of their busy workday looking for the most important points. Well-designed press releases appeal to this deadline-focused group. The releases are easy to read. Headings, bullet points and lists make the release scannable, and the content is brief and compelling.

A press release grips its readers in the first paragraph, and it stays focused throughout. It uses at least three ways to connect with its readers. It is:

Timely. It captures the reader's attention by relating the business information to holidays, celebrations, news events or legislation.

Informative. It uses facts and statistics. Case studies and success stories also help because they show the effectiveness of a product or service.

Entertaining. It uses visually stimulating stories, and it presents the information as a story by offers colorful quotes, plot twists and amusing tales.

A press release uses images, keywords and phrases to increase its views.

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It encourages interest in the company with links to other parts of the business's website. It also links to helpful resources and informs readers. The release lists contact information such as phone numbers, social media sites and emails so readers can have every opportunity to contact the business.

When the press release is well done, it's not used as a potential source for journalists. Instead, it's published as the article.

B.Y. Communications can help you craft a well-written press release and so much more.

We deliver your message. We create content that resonates and connects with your audience.

