

What You'll Find In This Inbound Press Release Template

In this document, you'll find the foundations for creating a great press release. If you're looking for additional ideas for creative replacements to the traditional press release, check out the ebook also included in this kit: *The Newsworthy Guide to Inbound Public Relations*.

While once upon a time press releases were manipulated and “enhanced” with stylish indents, fonts, and pictures, the best press release today is simple and easy to digest. The template on the next page will effectively walk you through how to build this document. But remember, we're living in an *inbound PR* world, which means your press release needs to be more than just a traditional statement. You need a modern promotional plan to distribute your press rerelease throughout the digital world.

After the template, you'll find a table of promotional plan considerations to help you launch your press release. These considerations are broken into three key components:

1. **Asset:** When will the actual press release be complete? When will the social promotions begin? Will employees be involved with sharing? These and more are assets of your campaign that are important to take note of and execute on.
2. **Timing:** Consider the time at which all of your assets will launch. Some companies see the greatest success by launching all materials on one day, whereas others see success through sprinkles of promotion over the course of a week or month. Hold you and/or your team to deadlines to ensure assets are completed on time and prepped for a particular launch schedule.
3. **Owner:** If you're working with a team of owners – PR team, social media team, guest blogging team – or working with yourself, it's important you hold you or your team members accountable for the work. This also helps a manager quickly scan the promotional plan and contact the right person for any questions he/she may have.

The last component of this template is a special gift from our PR team: answers to your most burning PR questions. These are five questions our PR

team has heard time and time again, and it's about time someone shared the answers! Let's jump in.



FOR IMMEDIATE RELEASE: (DATE)

Contact Name
Organization (Agency or Company)
Phone Number
Email

HEADLINE (ONE LINE ONLY)

Subhead: More Detail As Needed, One Line Only

City, State: Your announcement starts here, and should lead with a strong first paragraph that clarifies what you are announcing, where, and its relevance to your industry. Don't bury the lede: doing so makes it harder on reporters to find the information they need most, so get right to it in the first paragraph.

The second paragraph is the best spot for quotes, but choose your quotes carefully. No reporter likes reading from a sea of people saying the same boring thing. Leverage quotes to build the importance of your story but also to shape your core messages. Whenever and wherever possible, include quotes from customers or partners who will benefit from the news, and avoid extreme exaggeration: having your CEO say that your product is the next best thing to a rocket ship is typically a very bad idea unless you are Elon Musk.

In the third paragraph it's often tempting to add fluff that doesn't need to be there. It's also often extremely tempting to bleed over to a second page by bolstering the third paragraph with company history, lore, and supporting expert opinions. Keep in mind that the goal of the release is to provide clear, concise context on the story—you can always including more detail or links to additional testimonials in your pitch emails or on your blog. Some additional words of wisdom:

- Nobody likes long blocks of content, so use bullets to your advantage to break up the text
- Use language people can actually understand. If you had to use thesaurus.com to find it, delete it
- During your final edit, be honest with yourself on whether or not you are truly focused on what is newsworthy about this announcement. If not, revise accordingly.

About Your Company: This is a placeholder for a short, 3-4 sentence description of your company along with a link to your homepage. Double check to ensure the first sentence accurately and clearly describes your business in a manner that could easily be lifted and translated by a reporter.

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Promotional Plan To-Do List

| Asset | Timing | Owner |
|--|--------|-------|
| Write Press Release and Blog Draft: Circulate press release and blog entry to key organizational stakeholders for comments and questions. | | |
| Press Release Final Edits: Place a final deadline for comments to ensure you don't have last-minute edits after it has already been published. | | |
| Schedule Press Release: If you're going to put the release on the Wire, schedule a time the evening before to ensure it's timed appropriately with other assets. | | |
| Schedule Blog Post: Optimize your blog post for keyword search well before launch day, add relevant images as needed, and ensure that the post is scheduled to launch at a time that coincides with your media outreach. | | |
| Create Social Promotion Assets: Do you need images sized or reformatted for Facebook, Twitter, or LinkedIn promotion? | | |
| Schedule Social Promotion: Time your first tweet concurrent with your blog entry, but don't stop there: Consider additional promotion throughout the day with creative assets to build awareness with core audiences. | | |

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| <p>Employee communication: Employees can be some of your best evangelists, so don't overlook them in your promotional plan. Keep employees in the loop so customers or leads that call with questions about the announcement will be greeted with knowledgeable responses and protocol.</p> | | |
| <p>Customer communication: Craft an email that will energize your customers and leads with the benefits of the big announcement – keeping them in the know will increase social shares, awareness, and product adoption.</p> | | |
| <p>Guest content placement: If you're considering approaching other blogs or publications for co-marketing around your announcement, reach out early and shape your content to fit the outlet's editorial guidelines.</p> | | |
| <p>FAQs developed for key spokespeople: Make sure everyone on your team is ready for prime time by developing bulleted message points for likely questions and arming them with responses for tough questions that might arise.</p> | | |

Answers To Your Most Burning PR Questions:

1) I heard some people use embargoed releases – should we do that?

If you're not sure what an embargo is, Steve Kovach of Business Insider explains it [here](#), but an embargo is essentially an agreement between your company and reporter that you will grant the reporter a sneak peek at a product or announcement in advance of the actual release. In exchange, he or she will agree to hold the story until the scheduled date and time of the release itself. Typically, embargoed releases and announcements are reserved for significant product launches or announcements (think: Apple launch). In general, if you are just getting started building your presence in the press and are still building relationships with reporters, avoid embargoed material altogether and just focus on timing the release, blogs, and associated promotional content in one big swoop.

2) What if I don't have a huge budget to create visual content?

That's okay – not all unique press outreach requires significantly design dollars. One of HubSpot's most popular press releases was a series of Tweets announcing our oneforty acquisition: no design expertise required, just a bit of thinking outside the box. If you're interested in experimenting with visual content but don't have access to design resources, consider starting with SlideShare, which allows you to leverage Power Point slides in an easy and shareable manner, to tell your story.

3) My blog doesn't quite have the reach I want yet, do I still have to create a blog entry in addition to a release?

Yes – even if only your relatives see it for now, it will help you with search traffic moving forward. If you're concerned your blog won't magnify your message enough, consider creating a blog post for guest placement for an industry or influencer outlet that might attract the attention of prospects or customers. When doing so, first research whether or not the outlet accepts guest posts and if so, if there are editorial guidelines you should follow in crafting your post. In addition to following the rules of the road for their content, make sure you're contributing a new and different perspective to their site: Respect their audience and their angle and assemble and pitch your content to them accordingly.

4) No one picked up my release – now what?

First things first, if you have a broader promotional plan, you should still get some social lift and some good traffic from the assets you created. However, that doesn't take the sting out of doing so much hard work and not getting the

coverage you really wanted. If you're truly convinced your story is newsworthy, try a few different outlets with a different take on your message and storyline. Comb HARO (Help A Reporter Out), a free resource that helps journalist source stories, for opportunities that might fit your narrative, and set up Twitter alerts (ideally using [Social Inbox](#)) to identify relevant conversations in your space. If you're still striking out, ask a friendly local reporter to take him or her to coffee and ask for honest feedback on what you could do to stand out from the pack the next time around. Do not cajole or coax a journalist or producer willing to do this; if you want their opinion and feedback, accept their insight and incorporate it next time you do a launch or announcement.

5) How do I set reasonable internal expectations around PR within my organization?

This exercise is one of the most challenging endeavors in growing your brand, but it is imperative to learn this lesson early, as it disciplines your team to be respectful of reporters' time and honest about what truly merits front page news and what doesn't. Typically, the best way to achieve this goal is by aligning your PR plan to core business objectives and by focusing on long-term enterprise value versus short-term wins on the board. We typically create quarterly calendars with events and milestones built in so people know what we are pitching when, what content we are creating to support each announcement, and where we expect it might run. Doing so means there are fewer surprises each time we do a launch.