



What Is A Press Release Distribution Service?

It can be challenging to figure out the exact steps to take when you want to share news about your brand with the world. With all the different types of digital marketing available that can increase your visibility, it's hard to know which would be best for your brand and when and how to implement it. This post will teach you what a press release distribution service is, what benefits one can offer to your brand, and what to look for in a press release distribution service should you decide to use one.

Before we go into defining what a press release distribution service is, it's important to first understand what a press release actually is. Generally, press releases announce events, news, or current developments about your company or its products or services. It's kind of like an announcement but to the media outlets. It differs from an announcement because its purpose is strictly informational and not promotional. Press releases are great because they let you quickly and easily create awareness about a product or service.

A press distribution service is a company that distributes your press release to media outlets, blogs, other public relations outlets, and business-related media channels. Journalists use press release distribution services to search for press releases to run on their media channels.

Press release distribution service companies are becoming increasingly more popular due to the large amount of content that media companies have to distribute and the speed and exposure that they can offer brands very quickly.

Businesses of all types, PR agencies, and other organizations can benefit from press release distribution services because they can be very convenient. In addition, most press release distribution services can quickly distribute your press release to many media outlets. They also are beneficial because they can ensure that opportunities are not missed in the press release distribution process.

Benefits of Using a Press Release Distribution Service

Press release distribution services are an excellent option for a company looking to reach its target audience. For example, companies can use these distributors to reach local, regional, national, and international media with their new products and services.

It is crucial to ensure that your press releases are distributed to the right reporters at relevant media outlets using a professional distribution service. You can also hire these services to review your releases for formatting and typos before the releases are distributed.

Benefits of Using a Press Release Distribution Service:

- Exposure to major media outlets and social media platforms
- Options for writing and editing services
- Tracking of key audience metrics
- Tap into new markets
- Enhanced brand recognition
- Boosted brand's reputation
- Engage more social media users
- Featured in news search engines
- Increased business growth
- Increased leads and sales
- Expand your customer base

How Much Does A Press Release Distribution Services Company Cost?

Pricing will vary depending on the services the press release distribution company offers. Press releases can cost between \$200 and \$2000 to distribute, depending on which features you choose. There is no standard price for the distribution of press releases since each company maintains its network of media outlets and editors.

Tips for Choosing a Press Release Distribution Service:

You may find choosing the right company for your business challenging, with the many companies that are online offering press release distribution services. Outlining your business goals and specific needs can help you make an informed decision and see which companies you match up with.

When selecting a press release distribution service, keep the following things in mind:

- **Capabilities** - It is important to consider your target audience, what type of media outlets service that audience, and whether the distribution company has access to those outlets.
- **Budget** - Each distribution company offers different price points, so your budget will determine the best service for you.

- **Prices** - You should look for a press release distribution service that allows you to stay within your budget while offering the desired distribution features.

When Is an Ideal Time to Use a Press Release

For major events, organizations should create press releases. Companies or organizations can also use a press release to shape the narrative when someone is scrutinizing them. An example of one of these events would be:

- **Grand Openings:** It is newsworthy when a brick-and-mortar store expands to open new locations. Describe where and when the grand opening will be held and who will be in attendance. In addition, if you're relocating your store, you might want to issue a press release telling your customers of your new location.
- **Product Launches:** A new product launch is an excellent time to spread the word. As a result, customers and news outlets will know about your release and will be able to find out more about how it will benefit them.
- **Product or Service Updates:** Explanation of why the organization decided to make the update and how the update will help the end-user should be included in press releases related to new products or services.
- **Business Mergers or New Partnerships:** Announcing organizational changes to existing stakeholders or investors is always a good idea. If you decide to include quotes in your press release, ensure the speakers express their excitement about the change.
- **Senior Leadership News:** Keeping long-term customers as your company's customers allows people to get to know your leadership team. Consider writing a press release if one of the company's leaders has been promoted to a senior executive position.
- **Events:** It is essential to share information about your company's event with news outlets and similar sources to inform the public about its purpose, the benefits it provides, who should attend, where it will take place, how much it will cost, and any other relevant information.
- **Company Awards:** An organization should be proud of its accomplishments, which can be shared with the public through a press release.
- **Company Rebranding:** To grow the company and learn more about its target customers, a company may undergo a rebranding at some point. Your current customers may be confused by a rebranding, however. With a well-written press release, you can let customers and investors know what to expect and why the rebranding is happening.

How to Write a Press Release?

Press Release headlines are the first thing people read, so they must be perfect for making an impression. Journalists will probably not pay attention to the rest of the article if the headline is poorly crafted.

Write your next headline by following these steps:

- **Follow AP Style:** Use the AP Stylebook as a reference for terminology, spelling, and punctuation. As an example of AP style: spell out "percent" when referencing a specific date.
- **Use a Catchy Title:** Try to develop a catchy title for your press release. Example: "Tactical Robot Catches a Bank Robber on Video."
- **Keep it Short:** Do not exceed two pages in your release. Reporters hate long faxes and emails. Instead, send your release by mail if your release requires more details and facts.
- **Who, What, When, Where, Why, and How:** Press releases summarize important decisions, events, or pieces of information. A press release's first paragraph should include the following information: who, what, when, where, why and sometimes how. The most important facts should be covered first, followed by details.
- **Provide Contact Info in the Upper Right Corner:** Include your name and telephone number in the top right corner. In addition, provide a live number—even if it's a cell, home, or work number.
- **Provide the Date of Release in the Upper Left Corner:** Don't forget to include your release date in the upper left corner of your press release.
- **Include a Quote from Your Spokesperson:** Use the person's title and the organization's full name. Sentences in quotes should be short and to the point. It is a good idea to alert your spokesperson about the release and their quote so they are not caught off guard.
- **Write in the Third Person:** Using the first person will make your release more promotional material than news.
- **Mark Ends and Continuations:** The bottom of page one should have "more" if your press release continues past one page; otherwise, "end" should be written after the content and center justified with the symbol "###."
- **Use Statements for Major Events:** Your president should issue a one-page statement responding to a significant event requiring immediate and prolonged action. Example: "Statement from the president"
- **Proofread Twice:** Always proofread your press release at least twice,
- **Send and Follow Up:** After sending your release, make follow-up calls to specific reporters, making sure they received your discharge.

Conclusion

Getting coverage for your company is easy with a press release. By utilizing their digital distribution networks, press release distribution services can reach many relevant media outlets. Using a press release distribution service ensures your announcement will reach the reporters who are most likely to cover your business.

Hopefully, these pointers will be of help next time you find yourself writing a press release. Finding the best distribution service for your press release should be easy if you know what's essential to your brand.

If you found this post helpful, please give us a share on social media to help others!