



NEWSWIRE

Press Release Distribution

— SMART START —

Sharing your story and
getting in front of the right audiences

Thank you for downloading this **Press Release Distribution SMART START**

This guide will explore the press release distribution process and highlight the benefits that come with a successful distribution campaign.

How does press release distribution work?

In a typical press release distribution campaign, companies or individuals share a story (in the form of a press release) to various news outlets and partnered networks through a distribution service. The press release distributor essentially serves as a bridge between businesses and the press, disseminating content to different outlets and websites that are selected prior to the campaign by the customer.



A press release distribution campaign's journey begins with the ideation and creation of the press release content. A business or individual either writes their press release for the campaign, or pays a content writing service to craft the release for them. Press releases must be written in AP style and meet all of the requirements listed in the press release distributor's content guidelines. This is why many businesses opt to purchase writing services for their campaigns.

After the content has been created, the customer must then select which targeting options they would like for their campaign. Depending on the distributor, these targeting options can filter by geographic location, media type, industry, and other criteria.

Some distribution packages will target local media, while others will share content to national news outlets and newswires. Certain companies will offer distribution to financial outlets and broker terminals. Others might have a strong network of media contacts and influencers for a particular industry.

From there, the customer can decide when they want to launch the campaign, and if they want to add any additional campaigns to increase their overall reach. Examples can include earned media outreach, social media support, and direct email marketing campaigns.

Once the campaign is launched, the customer can track analytics to evaluate the campaign's reach and monitor earned media placements and responses.



What are the benefits of press release distribution?

There isn't a single definition of a successful campaign, as a press release distribution campaign can serve multiple purposes. Releases can be used to increase awareness about an event or topic of discussion. They can be used to drive traffic to a company website, and can even be used to support sales strategies online.

All of these benefits are possible in a successful campaign, but they are not guaranteed. Like any media or marketing communications tool, they are most effective when managed properly. Experienced marketing professionals can leverage the power of a successful press release campaign to create a buzz in their industry, whereas newcomers or seasoned professionals with limited resources can use assisted press release distribution services to share their company news and information.

What to look for in a press release distribution network

Costs

Pricing will vary between distribution companies. The cost of certain packages will usually reflect the distribution “power” of each plan. In other words, the price of a campaign will have a strong correlation to its expected reach and influence. The formula is fairly simple: the higher the cost, the wider the distribution. If your goal is to target a niche audience, make sure you don’t spend extra money on unnecessary distribution to national audiences. Alternatively, if you are seeking the attention of the masses, make sure you purchase a package that has the distribution power to reach your intended targets.

Distribution Networks/Partners

Press release distribution companies sign contracts with media outlets and networks for distribution rights. A media outlet is typically a single site or platform, whereas a network may consist of a group of outlets. When customers filter through their targeting options for their campaign, they are effectively choosing which distribution partner networks they will be using to reach their audience(s).

Customer Service

Customer service and campaign support will again vary based on the distributor. Some distributors will offer “white-glove” service, where customers can rely heavily on the assistance of the company representatives to help guide them through their campaigns. Others might offer a Do-it-Yourself (DIY) system for a reduced cost. Regardless, you want to ensure that the distributor you choose will be able to help you if you run into any kind of serious issues with your campaign.

Add-on Features

Distributors may offer additional words, images, videos, link management, industry lists, advanced reporting, supplementary campaigns, and more to add extra value to your distribution experience. If you are looking to launch a campaign in the near future and might need one or more of these services, make sure your distribution package checks off all your boxes before proceeding.