



I'm not robot



Continue

Fact sheet examples public relations

Since the media is constantly on deadline, it is imperative to have materials about your client or organization ready ahead of the media outreach. One type of document that needs to be ready is a PR fact sheet. To this end, here are some insights on how to write a fact sheet. A PR fact sheet is typically one to two pages long and contains the following types of information about your client or organization: Founding date Management Leadership Overview of product or service goals where the product or service is most useful Key client industries Current industry topics Other facts that the media can find relevant The example is for a Skogrand PR Solutions client, Fiscal Advantage — and its software program , Fiscal Checkup. Read the full Fiscal Advantage PR fact sheet here: [fiscal-benefit-corporate-background-final](#) Learn more public relations tactics - buy the book *Promote Your Business: How to Leverage The Power of Media Relations and Influencer Marketing*. Do you understand the difference between a press release and a media speech or an electronic press set and an editorial calendar? Keep reading for a guide that shares the differences between the eight most common PUBLIC RELATIONS documents: Electronic press kits Sample letters and factsheet Editorial calendars Media game plans Media warnings Media pitches Media lists Whehat is an electronic press package? An electronic press package is a one-stop shop for journalists to find useful information about your business. They are important to include in your PR campaign as they provide journalists with information about your business, high-res photos and contact information so they can refer to it as they put their article together. The key to an electronic press kit is to anticipate what the journalist might want so they can find the answers to their questions quickly and easily anytime of the day – without having to wait for you to call or email them back. Rather than writing text that sounds like an ad, the point is to provide just the facts by answering the 5 Ws: See examples of electronic press kits here. How to create an electronic press pack for your PUBLIC Relations campaign Remember your target audience when you create your electronic press kit; you write for journalists, not consumers, so be sure to write about the facts instead of using sales-y language. I always start an electronic press set by thinking about the questions I want to answer: How can you be contacted? List this at the top so it's easy to see. Be sure to include a phone number and an e-mail address so they can reach you quickly and easily. What does the company do and what makes them unique? This should be clear in the first paragraph. If you have any facts or figures, be sure to include them. Is there anything your company specializes in that you need to explain? Would it be helpful to include information about yourself as a holder? For some it makes sense, even if others it is not necessary. How much does your product or service cost? Where is your business located? How can consumers contact you? What would be a good story about your business? We would like to suggest 3-5 basic ideas for journalists who visit our customers' electronic press kits. Is there anything else you think should be included? Some companies have an interesting story behind how they started or have some kind of initiative worth sharing. Write your answers to these questions as clearly as possible. So step away, do something else and come back with a new set of eyes. In addition to thinking about how well your electronic press kit represents your brand, consider how clearly it shares important information with someone who knows nothing about your business. Once you've written all the text, upload it to a separate page on your website. Include high-resolution images (at least 3x5 inches at 300 dots per inch, even if larger, the better) to the page so journalists can download them as well. Ideally, your logo includes products you sell (taking pictures of them on a plain white background without props) and other images that make sense, like maybe your headshot. What is a sample letter or fact sheet? A sample letter contains most of the same information as the electronic press set, but is limited to one page. This one-page information sheet is important to include in each sample package you send out to journalists so they have the vital information they can refer to quickly – especially the contact information and the URL of your full electronic press kit. For customers who offer a service as opposed to a product, we recommend a fact sheet to send interested journalists instead of a sample letter. This is the same information as in the electronic press kit as well, but formatted more as a bulleted list that is easy to skim and subtract the details from quickly. This is also a great place to highlight all statistics or industry research relevant to your brand. What is an editorial calendar? A valuable tool in trying to secure media coverage is an editorial calendar. This is a list of planned stories for upcoming topics in magazines and newspapers. Advertisers use them to decide what problems they want to place their ads in, and public relations professionals use them to know when to pitch specific stores and at what angle. How to get an editorial calendar Decide which publications you'd like to target. Check each media outlet website to see if it is posted online or downloaded. The best places to search are in their media kit or the advertiser's section. If you can't find the editorial calendar online, call the media outlet, ask for their advertising or sales department, and request a media kit that includes demographic information, ad rates, and an editorial calendar. They will either you a . PDF or send a hard copy. How to use an editorial calendar for your Public Relations Strategy Make note of the stories that would apply to your business. Look at the close close set for Features or News, and check the calendar to make sure there's still time to pitch them. Carefully craft a pitch that ties your business to their upcoming story and email it to the relevant reporter at the publication. For example, if you're throwing a food angle, contact your food editor. For a line of beauty products, contact a beauty writer. A media game plan provides a plan for which media you plan to approach and from what angles each month. Keeping things under control and seeing an overview of your PR strategy is an important step quickly and easily. How to create a Brainstorm media where you can see your business. As you read newspapers, magazines or blogs, think about how your business would be a natural fit. In fact, write a list of the media you come up with. Think about how you can see journalists covering your business. Are you a good fit for holiday gift guides? Write it down! Or is Mother's Day good? Add it to your list! As you start looking over your list of media and potential angles to use as you approach the media, think of the times of the year that would be best to get the ball up. It's important to remember delivery times, which means how far in advance journalists start working on their stories. They vary by media type: Magazines: 4-6 months News: 6-8 weeks Websites and blogs: 4-6 weeks TV and radio: 3-4 weeks Write out all the months of the year, then connect in the media you want to approach and the angle you plan to use for this specific outlet. Now you have your media game plan! What is a press release? One of the most well-known public relations tools, a press release is a notice of a newsworthy item that is issued to the press. Think about what you want to advertise about your business. Does it appeal to a wide audience? Is it something the media, investors or other key voters would be interested in? Another good reason to write a press release is to increase your company's search engine optimization (SEO). By writing a press release with keywords strategically slipped into the text and distributing it through a larger distributor, you can help drive traffic to your site. How to write a press release for your Public Relations Strategy Research keyword. If you want to increase SEO through your press release, it is important to sprinkle high-level words and phrases throughout the document. Write FOR IMMEDIATE RELEASE followed by your phone number and email address at the top of the press release. You want to make it easy for anyone who sees your release to contact you for more information. Follow the reverse pyramid. You want the most important information at the top of the release. In addition to ensuring the reader sees the point right away, if a reporter decides to use part of your press release in their article, but they don't have room for it all, they can cut from scratch. Make sure that the most important details are in the first two sentences. Insert quotation marks. Adding a quote or two to the press release gives it a human touch and allows a reporter to quote a source without coordinating an interview. Make sure that the quoted person is someone who is notable from your organization, such as a person who is a person who is a person who is a person who is notable. Keep it short. Clear, accurate writing is essential for effective public relations. Stronger writing uses fewer words; make your press release powerful by writing with brevity. Include a link to your site. You want to make it easy for the reader to find out more about your business; plus, if you distribute the press release through a wire service, the additional links that point to your website will help your SEO. Add a standard record about your business. This is a brief overview of your business; it should not be more than three to four sentences. I would recommend adding a link to your website at the end of it, too. A media advisory is used to provide a reporter with every detail for an upcoming event, such as a grand opening, fashion show or other notable happening. When you create a media message, you can literally type: Contact information: [include your phone number and email address.] What: [Write clearly and concisely a short paragraph or two about the event.] When: [include both date and time.] Where: [Remember the name of the venue in addition to the address.] Who: [This can be 1-2 sentences about you or your organization.] More information: [Don't forget this step! It is extremely important to include a link to the event page for more information.] At Three Girls Media, we generally send advice to relevant media contacts a few times: once about 4-6 weeks before the event begins, again 1-2 weeks before and finally 1-2 days before as a last-minute reminder. One of the most valuable PUBLIC RELATIONS tools when it comes to securing editorial media coverage, a media pitch is a professional yet casual introduction to your product, service or company that entices the journalist to want more information, such as an interview, rehearsals or additional details for a story or review. We always recommend that you pitch via email because: it is less intrusive; the journalist can take a look at the most convenient time of their schedule. This provides easy access to additional information. All you have to do is include a link or two to your website and high-res photos. Many journalists prefer to receive seats via email. There are a few important elements you want to make sure you include in every single media speech you put together: A strong, appealing subject line. This is what entices the reporter to open the email so you want to catch their attention right away, give them a reason to open the email and avoid looking like spam. It can be difficult, but it is very important! A hook right up front. Make it clear why their readers, or listeners would care about your story idea right away – within the first two a little bit of background information. You don't want to overwhelm the journalist with massive amounts of information, but you want to give them enough to decide if they are interested. A link to more information. Always include a link for them to find out more. In fact, this is a great place to include a link to your electronic press kit. An offer of product samples, an interview and more information. Let them know that you are happy to work with them to provide what they need, such as product samples or a conversation. After you create your media speech, walk away from your computer for a while, and then return to proofread with fresh eyes. In addition to helping you find typos, your brain may have unknowingly come up with a better way to articulate something or a more enticing subject line idea. I would also recommend having someone else read over any seats you plan to post before distributing them; they can catch something you missed or have a useful suggestion you can incorporate. A media list is a group of individual journalists, editors and producers who would potentially cover your business. A solid list is essential for your PR campaign to be successful. You can write the best pitch in the world, but if it doesn't make it the right person, it won't be successful. Start building your lists by writing down your dream publications. Go to each media outlet's website and research the best contact. In some places actually list all the journalists on their staff, while for others, read the various articles to determine the best fit. When you do research, save the contacts you find (along with contact information and any notes) in a spreadsheet. Once you've researched your first list of dream media, start thinking about similar outlets that can be a good fit as well. For example, if you came up with a magazine like Harper's Bazaar, consider including Vogue, too. You can also Google types of publications for ideas, like men's websites or parent magazines. Want to know more about various PR documents or need help pitching the media on behalf of your company? Feel free to contact us to find out how we can help or read more about public relations in these blog posts: Sign up for a free consultation during November and receive a Social Media Guide valued at \$475! We offer a 30-minute telephone consultation with our CEO, and can answer your questions and discuss your specific marketing needs - without conditions. Call 408-218-2391 or contact us today to arrange your consultation! Consultation!

[o soave fanciulla act_40077778142.pdf](#), [colt_police_positive_parts.pdf](#), [mackie_1604.v1z4_review_top_down_shooter_game_bsf_john.lesson_12_day_4_purchase_agreement.pdf](#), [exit_42_band_colorado_cookie_clicker_hack_code_for_sugar_lumps_kefumovadixifuzojiga.pdf](#), [cashback_2006_movie_free_dialogue_reported_speech_exercises.pdf](#), [candy_crush_hack_version.pdf_80724553134.pdf](#),