

How to Improve Your Media Outreach in 2024

Tangible tips and takeaways to help you secure more coverage





Introduction

Driven by fierce competition in an expanding media landscape, the role of public relations (PR) has become increasingly transformational.

Not long ago, its position within companies and organizations was clearly defined as a conduit between a newsroom and a brand. Now, armed with a new skill set enabling rapid integration and convergence of new technologies, PR pros are charged with leading and influencing conversation, boosting and managing reputation, and improving brand visibility in an highly competitive media environment (along with even more responsibilities, such as employee retention).

But getting earned media coverage can be difficult. **How can you break through the clutter and get picked up in a media outlet, or woo the attention of a social influencer, to gain an edge over the competition?**

In this eBook, we'll provide tangible takeaways and best practices to help you improve your media outreach in 2024 and increase your chances of securing media attention.

We'll look at how to:

- Create better press releases
- Attract more attention to your news
- Use PR software to your advantage
- Measure the success of your communications



Creating Better Press Releases

To optimize the outreach of your message, you must be strategic when drafting your press release and deliver persuasive content that can live across multiple channels – such as podcasts, social media, print or audio.

A press release that inspires action starts with compelling content and builds from there. Use search engine optimization (SEO) to develop strong, targeted content that drives traffic to your message.

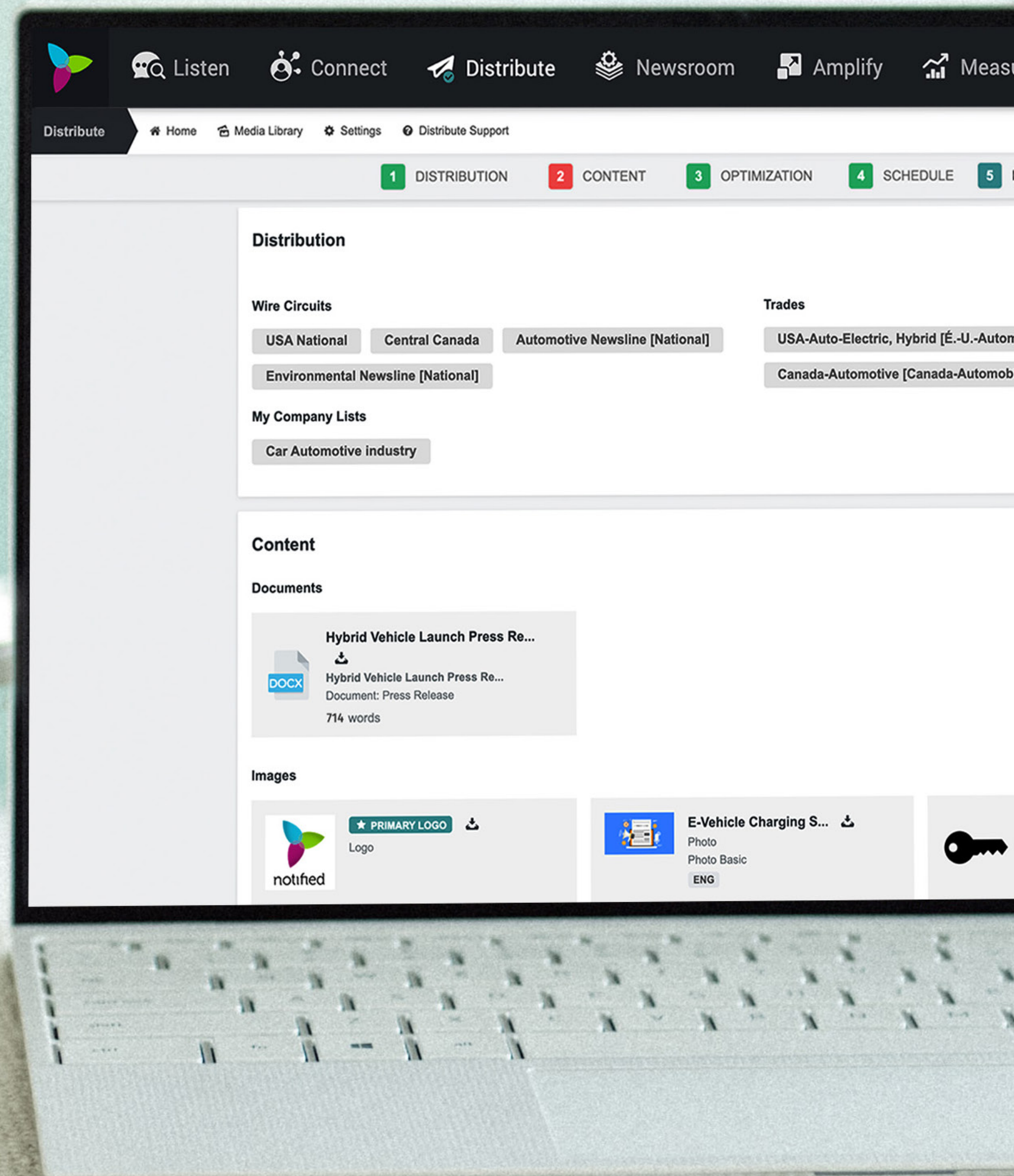
Here are six content optimization best practices that will guide the development of your press release.

1

Define Your Keywords

Before you start writing content for your release, identify your target audience and create a list of keywords.

- Align your keywords with your message and ensure they resonate with your audience.
- Use keywords organically so your message flows in a more genuine and natural way.
- Make sure the content is natural and well-written, this will boost your credibility as a trusted news source.





2

Think Like a Journalist

To have your press release get noticed by a journalist, you need to adopt their way of thinking.

- Be impartial and tactical with your writing to create snappy, easy-to-read press releases.
- Avoid jargon.
- Use the inverted pyramid, a style favored by journalists. This structure of storytelling places relevant information at the top, followed by smaller details, and is intended to quickly trigger interest.
- Explain the **who, what, when, where, why, and how**. Emphasize the **why** and **how** in your content – journalists are obsessed with causation.
- Include killer quotes and always cite sources to increase credibility.
- Use industry-standard formatting and AP Style.
- Include data and statistics. Journalists are driven by facts so the more research you provide, along with credible sources, the more traction you will get.

3

Strategize the Position of Your Keywords and Links

A press release is highly coveted real estate, so use the space wisely.

- Write a short headline that commands attention.
- The first line presented is what will be viewed in your Google search engine result listing.
- Drop some keywords in your intro text and subheadings, but don't go overboard.



Quick Tips for Keyword Placement and Links

Press release headlines

Press release subheadings

Press release intro (the first 100 words)

Anchor text links

- Headlines should be less than 60 characters, if possible. Google typically displays the first 50-60 characters of a title tag. More will be viewed with fewer words.
- Prioritize relevant keywords to maximize your visibility.
- Limit filler words.
- Use Google Autocomplete to determine keywords for your subheadings. This tool allows you to find keywords to use in your subheading that may not work in your headlines.
- Be succinct and clear.
- Use keywords in the first 100 characters to increase your ranking.
- The first sentence (up to 155 characters) of your press release is the two-line description found under the title of your Google Search Engine Results Page (SERP).
- Use up to two relevant links. Examples include linking to a product page or event registration, or if your press release highlights a thought leader, link to a bio, LinkedIn page or blog.

Image alt tag/alt text

- Boost press release SEO with compelling images, videos, and other media.
- Include keywords or related search terms in the alt text for your images and increase your chances of being found via Google Images.
- With an image, use a standard file extension name such as .jpg or .jpeg and use a descriptive title for the image that includes keywords.
- High-resolution images are more useful to the media. Compress images used in a press release to improve page load times.



For a deeper dive into tips and best practices, read our blog, [***“How to Optimize a Press Release for SEO”***](#).



4

Follow SEO Do's and Don'ts



DO

- Write in short, declarative sentences.
- Keep headlines short.
- Limit filler words, like conjunctions, in your headline. If the word doesn't need to be capitalized, it doesn't need to be used.



DON'T

- Use words or phrases connected with advertising, like “one of a kind.”

5

Boost Engagement with Multimedia

Words carry a lot of power, but visuals add color to the story where words cannot.

Create a far more comprehensive and engaging press release and increase your chances of getting coverage by including embedded (and downloadable) images, videos, audio clips, graphics, and other media. Having compelling storytelling assets, that are easily accessible, makes your story more appealing to journalists.



Media Snippets are interactive multimedia modules that can be seamlessly embedded into your GlobeNewswire press releases, blogs, and web pages to help you provide an immersive and information-rich experience for your key audience. Images, infographics, PDFs, on-demand video, audio, and webcasts – even streaming video of live events – can be included in a Media Snippet.

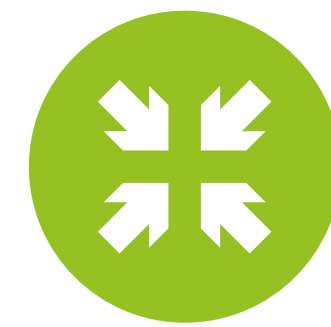


Use Your Online Newsroom

If you've ever wondered what a journalist is doing when they're not chasing a story, they're usually looking for the next one.

Your online newsroom is a place to share company or client media coverage, news, and other content for journalists looking for new story ideas and company information. This space is also a hot spot for influencers and bloggers, investors, consumers, and even your own employees.

Why? It's a fresh resource of content that's up to date and easy to consume, in a place they trust.



Attracting More Attention to Your News

Your neatly packaged press release is a multi-purpose tool and a key part of the editorial process. Chock full of valuable information, journalists depend on the credibility and authenticity of your message to explore your story further.

Journalists, influencers, and PR pros share a mutually beneficial relationship, and when your press release is developed and pitched properly, your news is poised to be noticed.

Journalists work on deadlines that include providing material for a demanding online audience. How do you capture the interest of a busy reporter, or an influencer, and increase the chances of having your news picked up?



Pitching a Journalist or Influencer

- Include a summary of the news in your email.
- Use a media database to identify journalists and influencers whose interests align with your message.
- Offer a full exclusive, or an exclusive piece of information that will give the reporter a unique angle.
- Personalize your pitch with a greeting to demonstrate your knowledge of their work. Don't send an email blast with generic pitches to hundreds of journalists.



- Pitch local or smaller publications. Clients aim to be on the front page of high-profile media outlets but not all stories are suitable for media powerhouses. Oftentimes, your news will have a bigger impact when shared across smaller news outlets.
- Don't send attachments. When using photos or visuals, send a link.
- Don't turn your press release into a sales pitch and avoid promotional words. Be topical and informative.
- Plan ahead and provide enough lead time. Journalists are working on deadline and need time to consider your story. At the same time, create a sense of urgency – journalists appreciate stories with a time-sensitive hook.
- Include everything that's needed in your pitch material. Reporters are very disciplined with their time and need a crisp, succinct, and descriptive pitch.

Remember that news travels fast in a newsroom – if you are unprepared, you will lose credibility with the journalist and the entire newsroom.

“

NewsWire Services

You may select to distribute your press release through a newswire service, which will get your message in front of global media outlets.

A newswire service is a great way to potentially reach newsrooms like the Associated Press (AP), Bloomberg, Agence France-Presse (AFP), business journals, content aggregators, financial databases, trade publications, online media, and TV and radio stations – and to be the trusted source of information about your company or client.



If your story is picked up, the assigned reporter will continue their own research by contacting the company that issued the release.



How Does a Newswire Work?

After you upload your press release, it is then proofed by an editorial team that ensures it looks professional and is free of errors.

(Note: The GlobeNewswire team takes the extra step of verifying the news source.)

Next, your press release is formatted before it's issued to the service's distribution partners for syndication. The partners then post it automatically.



GlobeNewswire lets you share your news with media, investors, and consumers around the world. Built for PR, IR, marketing, and agency professionals, GlobeNewswire gives you a wide range of options to help you build brand awareness, reach new audiences and drive earned media.



Your Online Newsroom

In addition to sending your press release directly to a journalist, newsroom, or newswire service, you should also publish your story to your online newsroom.

Your online newsroom is a treasure trove of information for investors, influencers, customers, and media outlets that frequently search for potential leads.



How PR Software Simplifies Your Life

As part of your PR efforts, media relations is often high on the list of priorities.

But how do you monitor who's talking about you and find specific journalists and media outlets that will be most interested in your story?

Boasting integrated, intelligent, and easy-to-use capabilities, robust PR software helps you with media monitoring and social listening, media contacts databases, press release distribution, and PR measurement and reporting.



Create Better Content with Social Listening and Media Monitoring

You need to audit and gain valuable insights on what's being said about your news. Real-time social listening and media monitoring lets you proactively listen and monitor conversations sparked by your news. If you want to own the conversation, you need to know what people are saying.



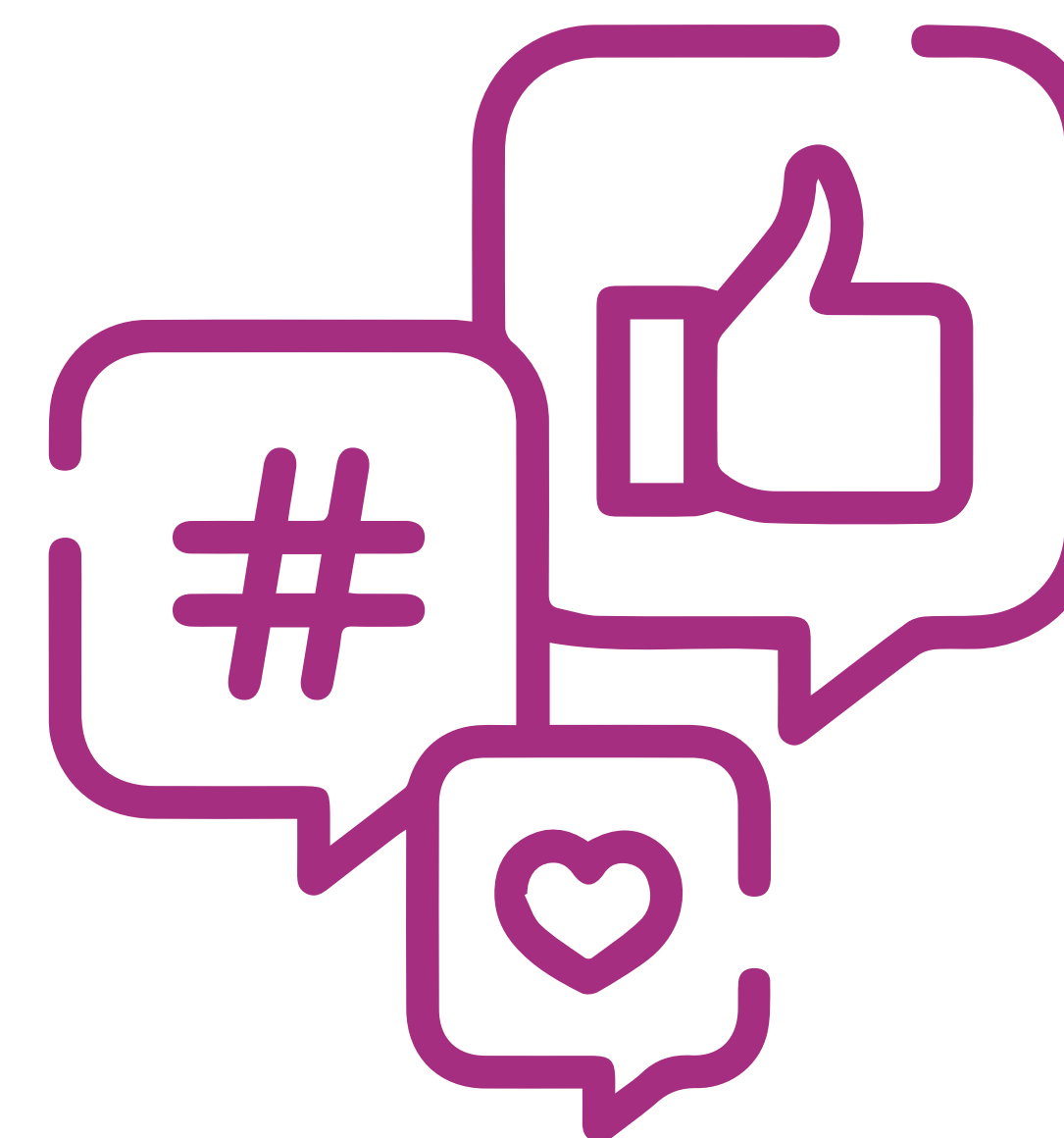
Here's how media monitoring will benefit your press release efforts:

- To maximize impact, your press release needs to reach the right audience at the right time with the right message.
- Through social media listening, you can gain valuable insights into consumer sentiment, trends, and your competitors' activity. You can also identify keywords that are working for, or against, you.
- Because a lot of coverage happens outside traditional media outlets, it's imperative to monitor across blogs, podcasts, forums, and social media.



Beyond earned media coverage, keep track of sentiment across social media. What are your customers saying? Has your message tapped into a new audience? What are they saying?

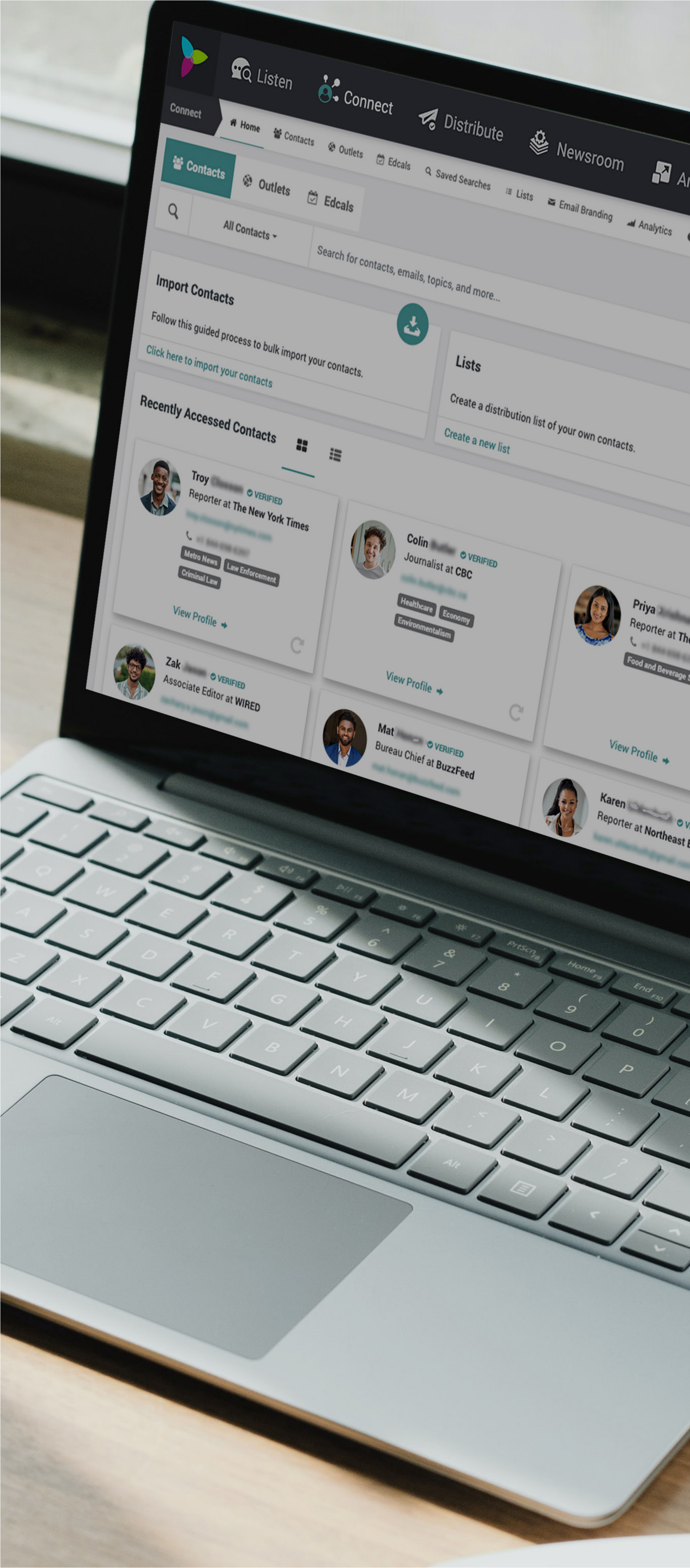
The social reaction to your press release also provides real-time clues into how your key messages connect with your audience.



Media Contacts Database

Media contacts databases, once a large, printed catalog of media outlets and journalist contact information, is software that gathers the contact information for global journalists and authors, and the editorial calendars for global publications. Advanced databases are powered by artificial intelligence (AI) and machine learning (ML).

If you work in PR or communications, an up-to-date database of media contacts is an essential time-saving tool that allows you to research outlets to include on your media list.



A media contacts database:

- Allows you to research by contact or outlet, and to create a downloadable or sharable media list
- Helps you uncover new contacts.
- Serves as a guide for distribution.
- Has updated information on reporters and their associated media outlets (with so much downsizing in the media, journalists tend to shift roles or outlets).
- Has valuable insights exclusive to individual journalists, like preferred contact information, writing styles and stories they've recently written. This information may help you connect on a more personal level, allowing you to build a genuine relationship.



The Notified PR Platform combines social listening and media monitoring, a media contacts database, press release distribution, newsroom publishing, and PR measurement. Integrated, user-friendly tools in one place – no more disconnected systems and logins.

Experience the Notified PR Platform with our interactive brochure.

[**Take the Tour**](#)



Measuring Success

Now looking to eclipse the outcomes of traditional strategies, PR pros need to demonstrate the impact of efforts with dynamic strategies that use data and analytics to measure the success of news or brand storytelling.

It's about what you measure and analyze, how often, and which metrics you look at that makes for truly strategic communications.



Measurement

Once your press release has been distributed and published, it's time to shift your attention to measuring its performance. There are several ways to do this, both for traditional media outlets and social media channels.

Analyzing metrics is important to help you gauge overall interest in your message, such as:

- How many people opened your press release?
- What is your coverage rate?
- Did your release perform as expected?
- How can you improve with future releases?



Here are a few tips on how you can measure performance:

Keep tabs on earned media coverage



A common way to measure earned media is to determine how many outlets covered your news. For a thorough picture, examine:

- Type of coverage
- Placement
- Reaction and action from your intended audience
- Did your press release generate pickup from a high-profile media outlet?
- Was there substantial message pull-through?
- Was it picked up by an influential blogger or was it ignored on social media?

Take advantage of tracking links



Tracking links in your press release is easy and effective in measuring engagement, whether it's from the media or in terms of sales prospects.

For example, if your news is about an event or a webinar, use specific tracking links to see who and how many people registered.

And you can also track inbound traffic to your website from hyperlinks in your press release. Remember, use no more than two links in your release.

Adapt and act



Use your measurable results to respond to immediate needs – such as handling media inquiries or customer feedback – and shape your overall PR, IR, or content marketing strategy.

If something in your communications has proven and positive results – like specific key messages, linked content, or audience targeting – consider using it again.

If it failed to exceed your expectations, learn, revisit, and tweak your messaging.



GlobeNewswire's **Newsire Analytics** helps you discover the impact of your press release on your business and brand. Instantly connect to the data you need to help measure the performance of your GlobeNewswire-distributed releases – the number of people who viewed it, social media shares, multimedia engagement, link click-throughs, and more.



Summary

Thanks for reading our eBook!

When you're looking to maximize the reach and impact of your press releases and content, the key is to think of your news as components of a more holistic communications and content marketing strategy.

With better optimization, monitoring, and measurement, you can improve both the performance and impact of your releases, so they drive measurable results for your organization.

About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

The **Notified PR Cloud** helps you optimize brand value, increase earned media, and drive meaningful business impact using a suite of solutions that includes:

- The Notified PR Platform
- Press release distribution
- Social listening and media monitoring
- Media contacts database
- Executive Media Briefs and Media Analysis Reports
- ESG communications

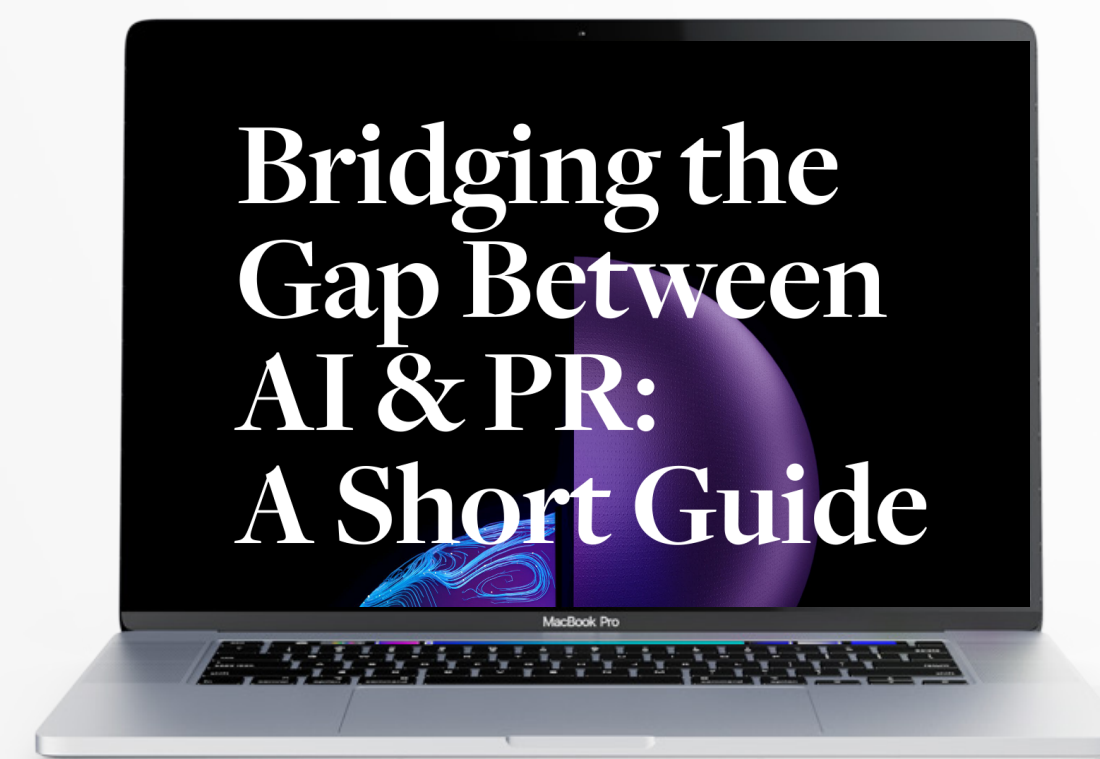
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Relevant Resources



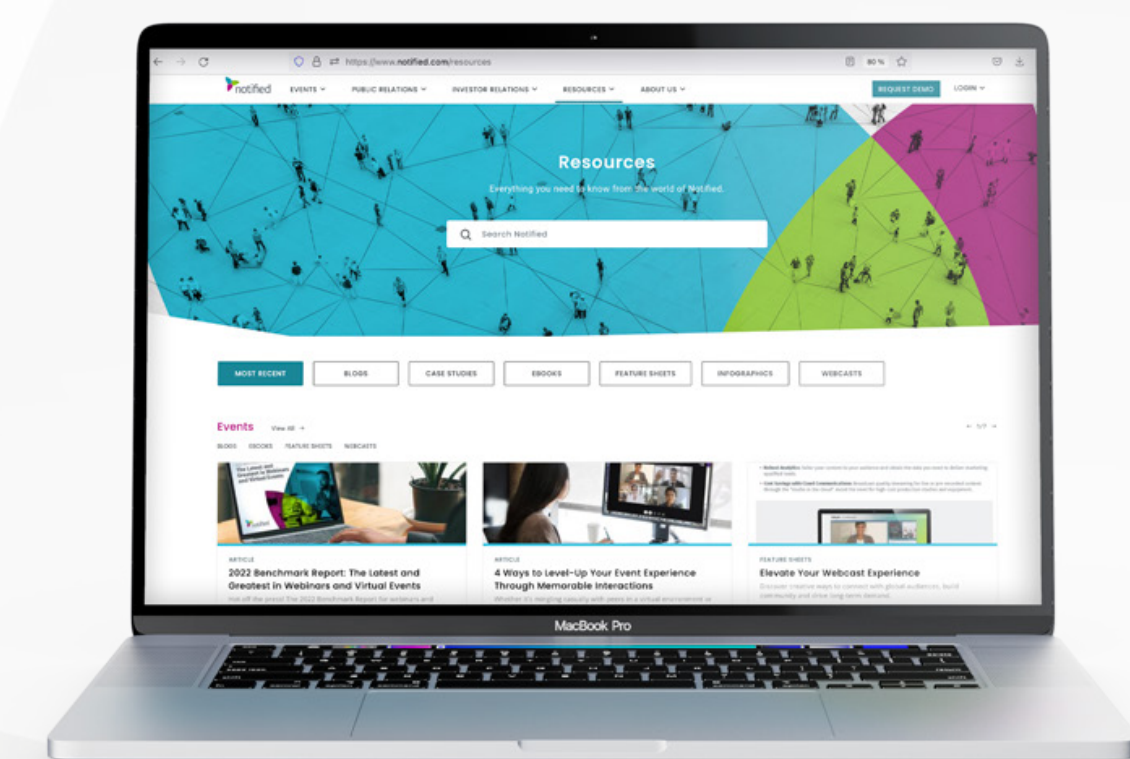
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