10 Success Tips of Press Release Marketing

There are two primary reasons why you do Press Release Marketing (PSM)
1. Backlinks and
2. Direct business

For the most part I personally use PSM to build backlinks to my sites. Many times my press releases will get syndicated by hundreds and hundreds of sites all on autopilot providing a massive amount of backlinks. And its all done without me lifting a finger. But in order for your press release to get syndicated you need to follow these simple success tips.

Success Tip #1

Make your press release news. At least news oriented. Avoid re-purposing your sales page because it will most likely get deleted. Almost any business, product or service can be made into news. You can announce something new or updated but write it like it is news being read at your favorite 6 o'clock TV station. . Sure it's promotional but for sites to pick it up, they want it to be a news story.

Success Tip #2

Be sure to include the: who, what, where, when, why and how into your release. Not every story will have every element but do your best to include what you can.

Success Tip #3

Story ideas can include:

- New Product
- Update Product
- New Store
- New Staff
- New Website
- Trends in the market
- Improved Website
- Goals Achieved
- New Goals Announced
- New SERP ranking achieved
- Holiday tie-in or event

Success Tip #4

Twitter is a player now in press release distribution. They are getting distributed not only by Internet robots but also by real people. To maximize tweetability of your press release be sure to keep your headlines at 100 characters or less. 80 characters is optimal.

Success Tip #5

Use images or graphics when available. Many of the distribution services now let you add a graphic or image to the release at no extra charge. For some this could be a huge benefit. For others it won't matter. However, if it bogs you down then don't worry about it.

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Success Tip #6

Use your main keyword in title and body but don't overdo it. The main title should just have your primary keyword plus one secondary keyword. The body can have 2-3 keywords.

Success Tip #7

Get your URL in the summary. Many aggregators only capture the first part of a press release so this will ensure you get that all important backlink.

Success Tip #8

Be sure to link your keyword and website to your target page. For example, in the body of the press release (when allowed) use your keyword to link back to your website. Then in the Call to Action you can provide your domain name with a direct link.

Success Tip #9

Follow a proven press release template. Press release need to be in a specific format and trying to submit ones that do not meet these guidelines will just get your release tossed. This is particularly the case with more of the formal press release submission media like TV, newspaper, etc. Online press release submission sites are not as picky but they still prefer the correct format.

Success Tip #10

Be sure to put your press release into "Notepad" or something similar so all the silly coding that Word puts into its documents will be erased. Pay close attention to the "curly quotes". Be sure to change those to straight ones. Some sites that reproduce press releases turn "curly quotes" into garbage. I learned this the hard way.

IMPORTANT: When you watch the customization video you'll see that some of the press release submission sites are blog based. For these sites you will have to manually enter your press release by doing a "Copy/Paste". It's smart to do that from the press release you saved in Notepad. It works much better than by using Word.