

Press Release Distribution Best Practices Guide

In order to help spread the news of your new office opening/expansion/merger, new agent, community event, etc., it can be effective to distribute a localized press release/announcement to local or regional media. While there is no guarantee that local business, real estate, etc. reporters will cover the news, here are a few best practices to make the most of your outreach.

1

With a Contact:

- If you know an editor or reporter at your local media outlet, use that connection. You can typically find reporters' email addresses on the outlet website if you don't already have it.
- In a brief email or phone call, explain that you have some newsworthy information that they might be interested in.
- Be sure to include the press release in the body of the email *and* as a PDF attachment if you are sending an email.
- Ask if you can send a press release via email if you are calling.

2

Without a Contact:

- If you do not have a contact, go to your media outlet's website and do a quick search for business related stories. You will generally find the business reporter's name at the top of the articles. You can typically find their email address on the website.
- Once you have the contact information, a simple introductory email message, such as the one below, might help.
- Be sure to include your press release, both in the body of the email *and* as a PDF attachment.

Hello!

SAMPLE



EMAIL

My name is ____ and I'm with RE/MAX _____. We recently ___(fill in news announcement)____. I thought this information would be a nice addition to your business section and great information to your readers who are also home buyers and sellers. I have included a press release with further information for you to review. Please don't hesitate to call or email me with questions.

Thank you for your time and consideration.

Sincerely,
First Last Name

3

Following Up:

- After your initial contact with your media outlet, give them at least a day or two to respond. If you haven't heard back from them by day three, feel free to follow up with them.
- Reference the initial contact email and ask if they received it.
- If they are interested in your announcement, offer to provide additional information (i.e. photograph)
- Also, consider personalizing your email even further for the reporter. Review their most recent articles and comment on one of them. This will show that you are in touch with their reporting beat/topics.

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Wrapping Up:

- If you do not hear back from the media outlet within a week, it is safe to close your engagement with them. They have either chosen to run your announcement without contacting you or have passed on the opportunity.
- *Remember:* Submitting a press release is free, so there is no guarantee your announcement will be printed. It is entirely up to the editor as to when, where, and how to run it.
- Do not be discouraged; it is nothing personal and you should always offer up future announcements as time and persistence build relationships.