

**PRNews**

# September 8 | Boston One-Day Boot Camp for Emerging PR Stars


Critical PR Tools and Strategies to Elevate Your Career




## How to Write News- & Share-worthy Press Releases

**Bill McLaughlin**

*Executive Vice President, Lois Paul and Partners*

 [Bill\\_McLaughlin@lpp.com](mailto:Bill_McLaughlin@lpp.com)

 [@billmcl](https://twitter.com/billmcl)

 [billmclaughlin1956](https://www.linkedin.com/in/billmclaughlin1956)

 [blog.loispaul.com](http://blog.loispaul.com)

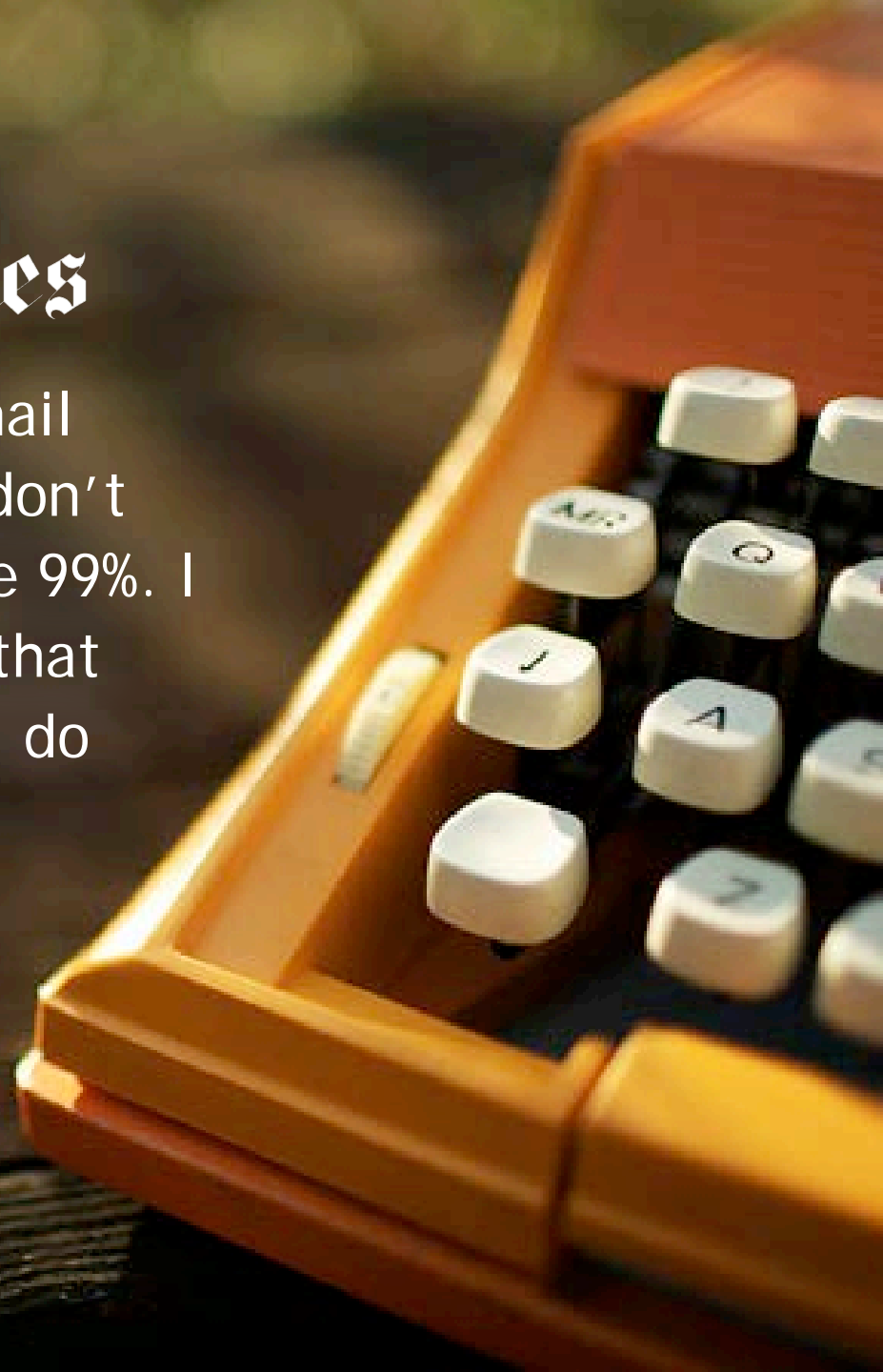


WHAT'S **NEXT**  
IS EVERYDAY.

#prnews

# The New York Times

"I get an endless stream of email press releases and honestly, I don't even open 95% of them, maybe 99%. I can tell from the subject line that they are press releases and if I do read them, they are rarely connected to anything I am working on these days. Many are really overhyped and that's a red flag for me."





"The fact that so many exist on really mundane or non-critical topics. Seems like a great waste of effort. Why not do simple newsy blurbs in a weekly or monthly corporate update?"





“Probably the worst thing about press releases is that they are commodity news. A media outlet working to distinguish itself can't spend much time on news that everyone else has too.”



“The unrelenting stream of off-topic releases is a huge problem. I get six pitches a day for LA-based social networking startups alone.”



"...don't bury the news..."

"Include a PHONE number for an actual PERSON who can provide additional information and after you send it don't spam me with follow ups. If I'm interested I'll ping."

"No one cares about (or believes) that vendor A is "THE" leading purveyor of xyz, instead state up front what is new about this product/service and why anyone outside vendor A or its PR agency should give a crap."

# WHAT MAKES A GOOD PRESS RELEASE?



## Chinese Vendors Outpace the Market as Smartphone Shipments Grow 23.1% Year over Year in the Second Quarter, According to IDC

July 29, 2014 12:19 PM Eastern Daylight Time

FRAMINGHAM, Mass. -- (BUSINESS WIRE) -- The worldwide smartphone market grew 23.1% year over year in the second quarter of 2014 (2Q14), establishing a new single quarter record of 299.3 million shipments, according to preliminary data from the International Data Corporation (IDC) [Worldwide Quarterly Mobile Phone Tracker](#). Following a very strong first quarter, the market grew 2.6% sequentially, fueled by ongoing demand for mobile computing and an abundance of low-cost smartphones. Second quarter shipments were in line with IDC's forecast and all expectations are that the market will continue apace in the second half of the year and surpassing 300 million units for the first time ever in a single quarter in 2Q14.

"A record second quarter proves that the smartphone market has plenty of opportunity and momentum"

"A record second quarter proves that the smartphone market has plenty of opportunity and momentum," said [Ryan Beth](#), Program Director with IDC's [Worldwide Quarterly Mobile Phone Tracker](#). "Right now we have more than a dozen vendors that are capable of landing in the top 5 next quarter. A handful of these companies are currently operating in a single country, but no one should mistake that for complacency -- they all recognize the opportunity that lies outside their home turf."

Despite a challenging quarter for Samsung, and to a lesser extent Apple, the strong market demand boosted results for most smartphone vendors. Emerging markets supported by local vendors are continuing to act as the main catalyst for smartphone growth. Among the top vendors in the market, a wide range of Chinese OEMs more than outpaced the market in 2Q14. By far the most impressive was Huawei, nearly doubling its shipments from a year ago, followed by another strong performance from Lenovo.

"As the death of the feature phone approaches more rapidly than before, it is the Chinese vendors that are ready to usher emerging market consumers into smartphones. The offer of smartphones at a much better value than the top global players but with a stronger build quality and larger scale than local competitors gives these vendors a precarious competitive advantage," said [Melissa Chau](#), Senior Research Manager with IDC's [Worldwide Quarterly Mobile Phone Tracker](#).

### Smartphone Vendor Highlights:

**Samsung** saw the Galaxy S5 ship millions of units this quarter, despite the criticisms leveled at it, while S4 and even S3 volumes remained strong as more affordable alternatives. Collectively Samsung lost 7% market share compared to a year ago, despite having one of the largest smartphone portfolios of all OEMs. To maintain its position at the top, Samsung will need to focus on building momentum in markets dominated by local brands.

**Apple's** second quarter is always its seasonal low of the year, but even more so this time in advance of the iPhone 6, with consumers holding their collective breath for the long-awaited bigger screens. Apple enjoyed continued success in the

Knows the audience and their search behaviors

Delivers relevant branded content

Uses proper mix of message optimization social interactions

Written for people not search

Increasingly uses multimedia

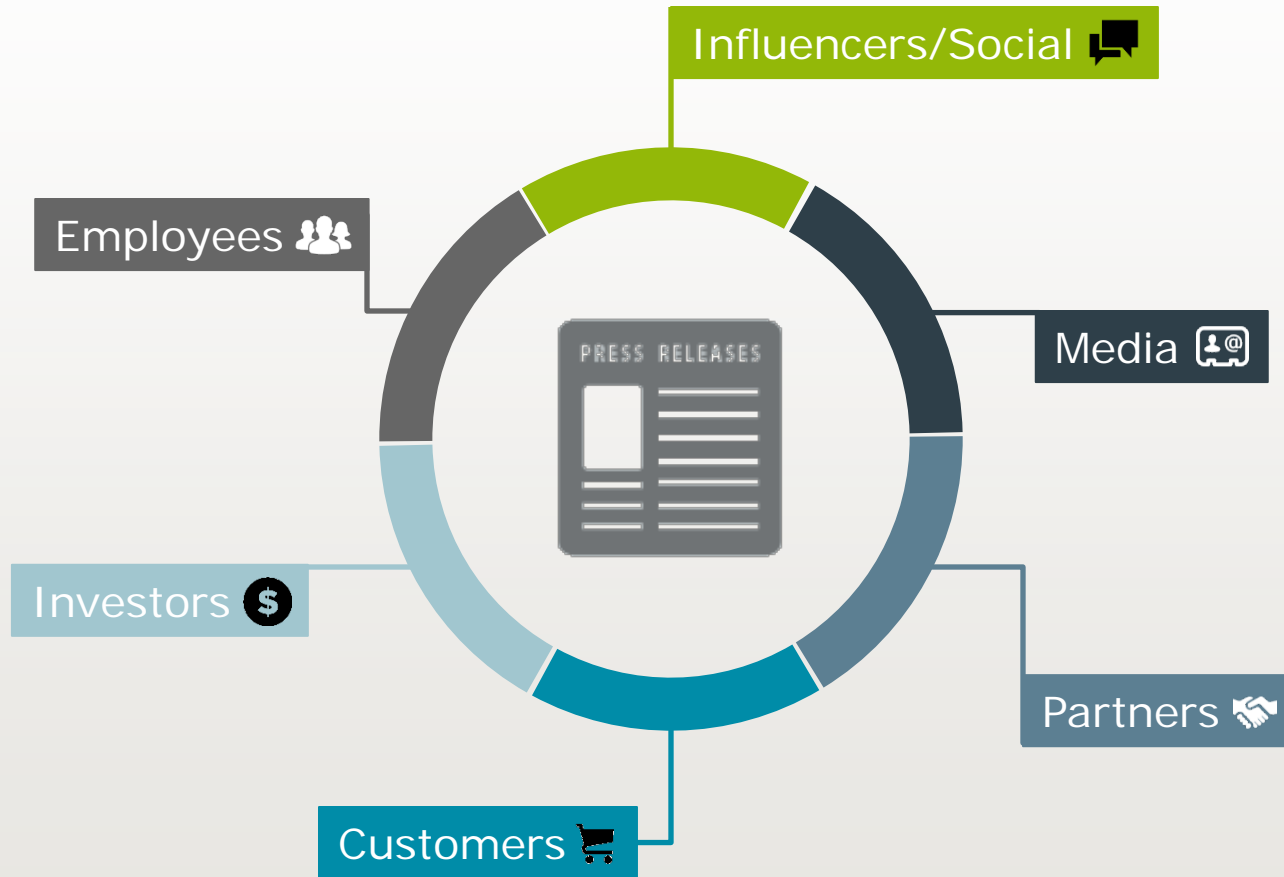
Employs good mobile design



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# WHO IS THE AUDIENCE?



# UNDERSTAND READER BEHAVIOR



Google what makes a good press release

- what makes a good press release
- what makes a good press release **article**
- what is a good press release
- what **does** a good press release **look like**

About 292,000,000 results (0.33 seconds)

**Good Press Release - PRWeb.com**  
Ad www.prweb.com/ -  
Learn How to Create a **Great Press Release**. Read Our Guide!  
PRWeb has 1,607 followers on Google+  
[Press Release Templates - Small Businesses - How to: Write a PR](#)

**Zach Cutler: 8 Tips for Writing a Great Press Release**  
[www.huffingtonpost.com/.../press-release-tips\\_b\\_211...](#) - The Huffington Post  
Nov 13, 2012 - Follow these eight tips to write a **great press release** that will make your...

**How to Write a Press Release - Easy Steps - wikiHow**  
[www.wikihow.com/...](#)  
A simple method for writing an effective **press release** is to make a list of ... Not only does it have to be **good**, but it has to be as close to "ready for press" as ...

Use autocomplete suggestions to reveal interests



Google Trends  
www.google.com/trends

Use Google Trends



Go to the Google Zoo



content  
+  
CONTEXT  
=  
Good writing is rewarded  
(content is context)



# FORMAT

The screenshot shows a news article from Business Wire and IDC. The headline is "Chinese Vendors Outpace the Market as Smartphone Shipments Grow 23.1% Year over Year in the Second Quarter, According to IDC". The first paragraph is highlighted with a red box and annotated with "Descriptive value in first paragraph". A quote is also highlighted with a red box and annotated with "Natural anchor text". A link to the IDC Worldwide Quarterly Mobile Phone Tracker is highlighted with a red box and annotated with "Link to relevant content with calls to action". The article text includes: "FRAMINGHAM, Mass.--(BUSINESS WIRE)--The worldwide smartphone market grew 23.1% year over year in the second quarter of 2014 (2Q14), establishing a new single quarter record of 295.3 million shipments, according to preliminary data from the International Data Corporation (IDC) [Worldwide Quarterly Mobile Phone Tracker](#). Following a 2.6% increase in the first quarter, the market grew 2.6% sequentially, fueled by ongoing demand for mobile computing and an abundance of low-cost smartphones. Second quarter shipments were in line with IDC's forecast and all expectations are that the market will continue apace in the second half of the year and surpassing 300 million units for the first time ever in a single quarter in 2Q14.

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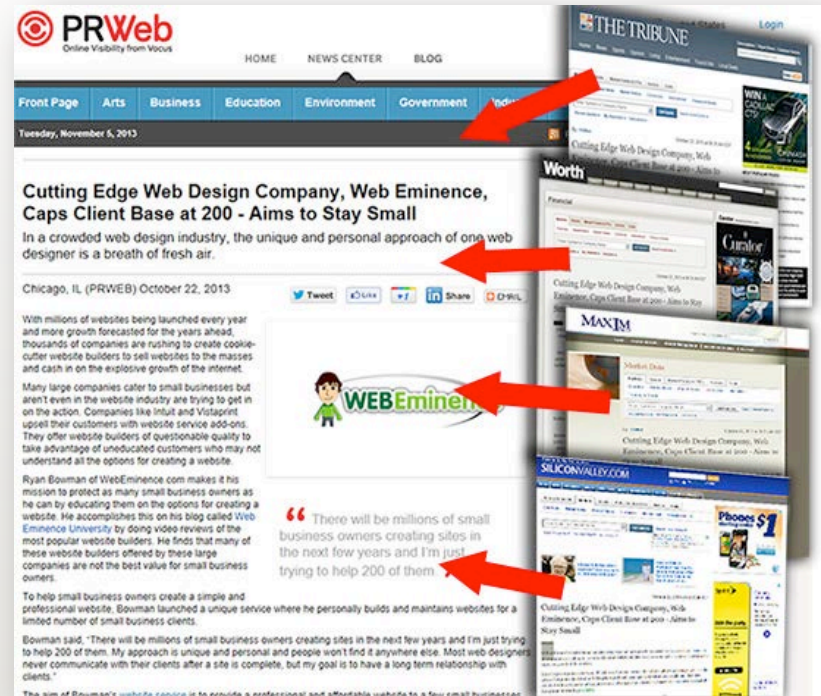
Descriptive value in first paragraph

70 character headline maximum (concise)

- Natural anchor text
- Link to relevant content with calls to action
- Move vanity (home page) links to boilerplate

# ABOUT THOSE LINKS

- Keep up with Link schemes
- **Quality** links to relevant 3<sup>rd</sup> party and domains with reputation
- Google **DOESN'T** like excessive links within releases
- It's links **SHARED** that matters
- Google's favorite social platform is Google+



# KEYWORDS

- People now search with long tail queries, not keywords (3 or more keywords)

What are the best **Italian restaurants** in **north end**



- Keep it clean (not too many) and natural

## \$2500 Loans for Bad Credit In 5 Minutes or Less

A new offer allowing people to borrow \$2500 [loans for bad credit](#) has been announced by leading consumer financial site, [\[REDACTED\].com](#). The unsecured loan offer has been added to the recommended products that were selected because of their easy qualification standards and fast funding.

Orlando, FL ([PRWEB](#)) January 26, 2014 - The top financial comparison site for people with bad credit scores, [\[REDACTED\].com](#) has announced the addition of a new bad credit offer that provides [personal loans](#) in amounts up to \$2500, with easy approvals and an application process and approval that can be completed in 5 minutes or less.

- Relevancy



– Don't choose keywords based on high-traffic analytics alone





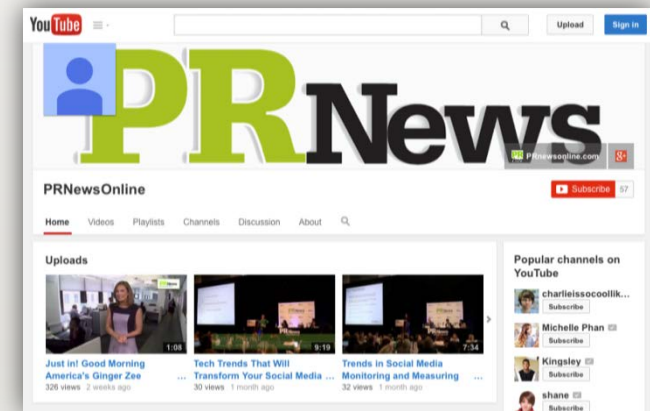
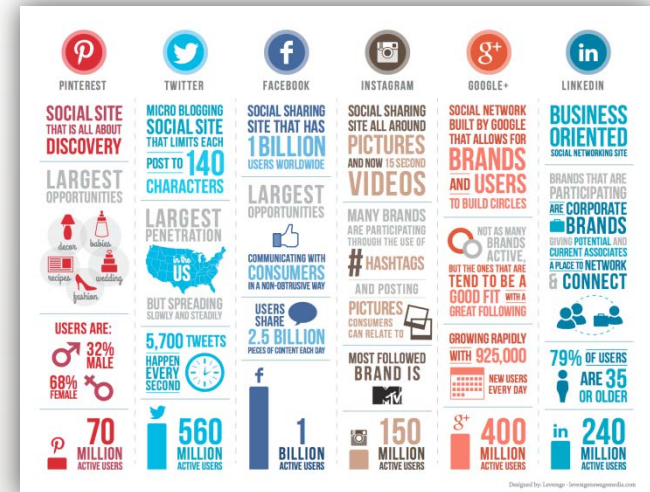
# CONTENT

- Keep most critical information **above the fold**

| Headline  | Subhead  | Lead paragraph |
|---|--|----------------|
|    |  |                |
| <b>Chinese Vendors Outpace the Market as Smartphone Shipments Grow 23.1% Year over Year in the Second Quarter, According to IDC</b>   |  |                |
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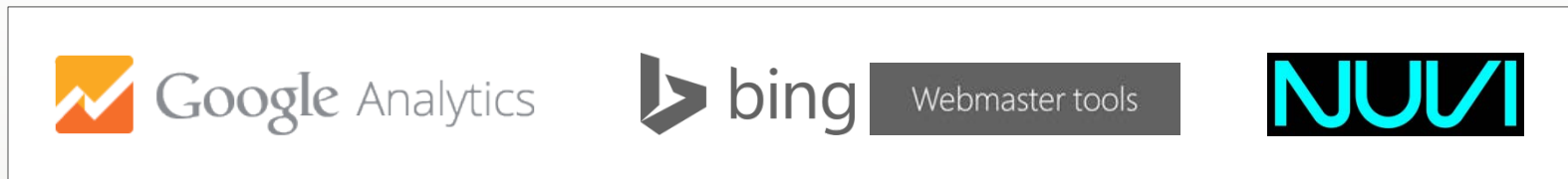
# MULTIMEDIA

- Becoming a SEO necessity
- Inherently more shareable than text
- Humans process images 60K faster than text
- Captions and descriptions tie to press release to reinforce keywords
- YouTube indexes – title, description, closed caption text in videos
- Fast load time for embedded video




# SOCIAL ENGAGEMENT

- Analyze the audience



- Stronger presence on social platforms – build SEO authority



- Federate content from PR to social channels
- Include  (keep it short!)



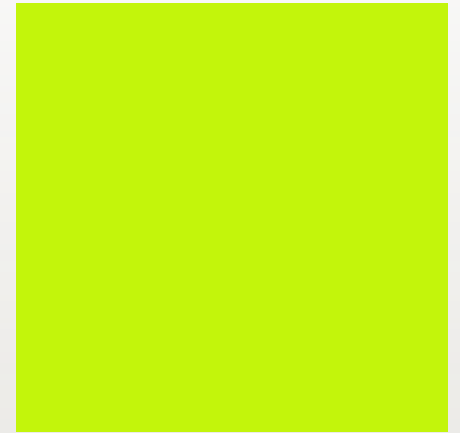
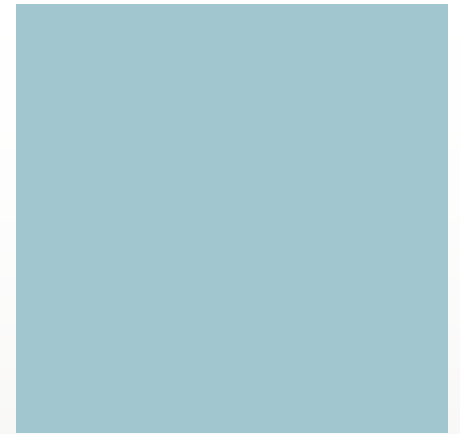
# MOBILE

- Use responsive design techniques/platform
- Ask if wire services employ responsive design
  - Smartphones
  - Tablets
- Check with provider to support
  - HTML5
  - No follow link
  - NewsML



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# QUESTIONS