



DIY Press Release Distribution

"He who has a thing to sell and goes and whispers in a well, is not so apt to get the dollars as he who climbs a tree and hollers," anonymous

Congratulations! You have news to tell the media. These easy DIY steps will help to get your news in front of your audience of key editors and others at media outlets whose audiences are aligned with your topic. These are the same methods I've with great success for myself and my clients for years.

There are two main methods to distribute press releases:

1. From your website email on an ad-hoc basis to a list of curated editor names, and
2. Register for an account at a release distribution service

Both can be DIY and both have advantages.

From your website email – these are sent to your curated list, but can take time to research and create. If you have a list already, this is a quick and easy way to distribute the release on your own. If you're a small, local business this is likely your best option and don't forget to include digital outlets such as local blogs or Daily Voice and Patch.

Release distribution service – depending on the service you choose, it can range from no or low-cost to \$100 or more. These services have updated lists of many hundreds (sometimes more) of media outlets ranging from general interest to a highly specialized industry such as travel or fashion. (See page two for a list of the distribution services we recommend.)

Depending on your topic of interest, it might be beneficial to utilize both methods.

Here are instructions for both

From your website email - don't use gmail – there's a higher probability of getting marked as spam, and if you have one, don't use an email service provider such as Hubspot or Constant Contact. It is illegal to add emails of anyone who hasn't proactively opted-in onto these lists and could cause your account to be shut down, or worse – get sued by the recipient.

Use the BCC line send to no more than 20 emails at a time (more than this can trigger your email as a spam sender)

- Suggested Subject Line: PRESS RELEASE: [Put the title of the release here]
- Copy/paste the entire release into the body of the email – this is better than sending an attachment because many large media organizations will automatically block emails with attachments from unknown senders
- End with a "Thank you for supporting [company name or initiative here]"

Via a distribution service - the first step is to set up an account using your website email. Most services will require your email and business be verified before you can send.

Once your account is set up, follow the instructions to upload your release (each platform is a little different). Many of the larger services will allow you to choose categories, attach your logo (or other image), even include SEO search terms. While these add-ons will incur additional charges, depending on your goals for the release, you can consider them.

Some services will send you pick-up notices, but it's recommended that you Google your release title or a phrase in the release to see if it shows up on Google. When done right, it can show up within an hour.

The ultimate goal, of course, is to get a call to be interviewed for a story in a publication or broadcast station.

The most common release services

24-7 Press Release, Business Wire, EIN Presswire, eReleases, Newswire, PR Newswire, PR Distribution, and PR Web.

Now that you know, go climb a tree and holler!

Need more help?

We're just a call or email away. Contact us for help with your PR strategy.