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Marketing & PR Specialists for Composites, Engineering Plastics and Adhesives



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OB2B Industrial Marketing & PR Top 10 Tips – For Successful B2B Press Release Publicity

A Brief Introduction to B2B Press Release Publicity

Business to business (B2B) press release publicity is not really understood that well, particularly by smaller companies, who tend to think that it is only about big news stories or major events and not something they can do. This is simply not the case.

Press releases are an effective way to get your products and services noticed and talked about. It can be as simple as writing an interesting news story about your business, products, people, applications, customers or suppliers, which is then circulated to key trade publications, websites, and to local and regional business publications. This is something that any company can do, which can generate thousands of pounds of free publicity.

With the internet now a vital business tool, getting coverage on websites also really helps to improve the organic search engine page ranking of your website, by providing invaluable inbound links to your site.

Top 10 Tips for Successful B2B Press Release Publicity

1. **Target Your Audience:** First you need to decide which key customers and markets you want to target.
2. **Identify Key Websites & Publications:** Having selected your target audience, identify relevant websites and trade publications where you would like to get press coverage. There are many niche trade publications and websites with editors who will be happy to get interesting press releases for the specific market sectors they cover.
3. **Media Packs & Editorial Programmes:** Get a copy of the media pack and editorial programme of each of your target publications. The editorial programme tells you the topics that will be in future publications, which editors will be interested to receive press releases about. Most have them on their websites, which can be downloaded as a pdf, or you can e mail their sales department and ask them to send them to you.
4. **Find Out To Whom You Should Send Your Press Release:** As part of the research about target publications, get the e-mail address and phone number of the person(s) who handles press releases. This is usually the editor or an editorial team. Look out for sector specialists if it is a big publication. Editors now are happy to receive press releases by e mail. Some publications have sections on their website to post press releases.
5. **See What is Newsworthy:** If you are struggling to know what is “Newsworthy” to write about, you can get lots of good ideas and inspiration by looking on the websites and in the trade magazines you want to target to see what news and feature stories have been published. Almost certainly, if you then ask around within your own business you will find suitable PR stories about: new products, new contracts won, application case studies, safety or quality approvals awards, investments, expansions, new appointments or other news about your business.
6. **Involve Your Suppliers and Customers:** You can make a press release story more appealing to editors if it is not just about your business alone. Editors generally hate getting press releases from Companies that are blatant adverts, but like genuine news and interesting business partnership stories. Getting one of your suppliers and/or customers involved is a really good way to create an interesting press release news article with editorial appeal. Most companies are happy to be featured, but will want to approve the press release before publication.

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Top 10 Tips for Successful B2B Press Release Publicity (Cont-)

7. **Get a Quote and a Photo:** If at all possible get a quotation from outside of your business for the news article. It could be from a customer or supplier about your company's products or services. If it is an internal news story, then make sure that the article has an informative quotation from a key person involved. At any company events take good quality high resolution digital photos. Also get your sales people to keep a camera with them, to look out good stories involving your products and to make a note of positive comments made by customers which could be used as a good quote. It costs nothing to ask customers if they would like to do some joint publicity and to get permission to take photos and use quotations. But you do need to ask!
8. **Tell the Most Important Facts First:** A news press release is typically 150 to 350 words long. It's vital to get the main facts stated in the opening paragraph. Every journalist is taught to use the 5 W's in writing: who, what, when, where, why. Then you can add additional information you want to make people aware of about your business; put the least important at the end. By doing this, if the editor decides to cut short the article, then the most important news and key messages you want to get published are more likely to be kept in and used.
9. **Keep Sentences Short & Easy to Read:** This is to make it easier for readers to understand your article. Research data has shown that the longer the sentence, the less is understood when first read; a 17 word sentence is clearly understood by only 76% of people compared with 96% for a 7 word sentence. This is especially important for websites, where most people scan read. So, the easier it is to read and understand quickly the better.
10. **Make it Objective, Factual & Accurate:** Write the press release objectively and in the 3rd person, as if you are an outsider looking in on your business. Use a straight forward writing style and concentrate on the facts. Avoid using corporate speak, abbreviations, jargon, 'marketing' or 'techno' speak. Resist making it sound like an advert with lots of superlatives. Don't worry if you can't think of a witty, headline grabbing title; you're not a journalist but the editor is and they will most likely edit the article in their style. Make sure that your press release is factually accurate and error free; get relevant people to double check any data or technical facts and have more than one person proof read the finished press release to check spelling and grammar before it gets sent out. Finally, don't forget to add your Company name and all your contact details, plus a total word count and the date of issue at the bottom of the press release.

I hope these Top 10 tips have been helpful to you. If you do need help with press release writing and circulation, please contact Outsourcing B2B Marketing. We will be happy to provide you with this service.

Nigel O'Dea

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