



# 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

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- ✓ If you know an editor or reporter at your local media outlet, use that connection. You can typically find reporters' contact information 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 that is related to the area or the beat they cover or is similar to their previous coverage.
- ✓ Include the press release in the body of the email after your signature for easy reference. If possible, include a relevant image or brokerage logo as an attachment to the initial email.
- ✓ Ask if you can send a press release via email if you are calling.

## 2

### WITHOUT A CONTACT

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- ✓ 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 under the about or contact us page. Some outlets may have a designated email address or online form to submit press releases and announcements as well.
- ✓ Once you have the contact information, a simple introductory email message, such as the one below, might help.
- ✓ Include the press release in the body of the email after your signature for easy reference. If possible, include a relevant image or brokerage logo as an attachment to the initial email.

## 3

### FOLLOWING-UP

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- ✓ 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 either by email or phone.
- ✓ Reference the initial contact email and ask if they received it.  
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- ✓ If they are interested in your announcement, offer to provide additional information (i.e. photograph, additional quotes, etc.).
- ✓ 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 (Ex. Given your past coverage of...).
- ✓ If you're not hearing back from your initial contact, feel free to expand to additional relevant contacts at the outlet.



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## 4

### 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. Keep a close eye on the outlet's coverage (both online and print) to see if the announcement has been covered.
- ✓ Remember: There is no guarantee your announcement will be printed. It is entirely up to the editor's discretion as to when, where, and how to run it. Some outlets may require a fee to post press releases. If you're interested in a paid opportunity, the brokerage will be responsible for the cost.
- ✓ Do not be discouraged if you do not receive a response or if they're uninterested in the announcement; it is nothing personal and you should always offer up future announcements as time and persistence build relationships.
- ✓ If the announcement is covered by the outlet and there is an error in the reporting, reach out to the editor to request a correction. A simple email explaining the error with an updated subject line (i.e., Correction Needed) should suffice. If the editor is unresponsive to the request, try calling. If unsuccessful, please reach out to the RE/MAX INTEGRA communications team for additional support.

#### SAMPLE EMAIL

(40-60 characters max)

 New Email

Subject: [Brief overview of announcement]

Hi [Reporter name],

My name is [Sender name] and I'm with [Brokerage name]. 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 [personalize based on relationship with reporter/reporter coverage area]. Below my signature, I have included a press release with further information for you to review.

Upon review, please let me know if you're interested in covering this announcement. I'm happy to provide additional information or assets as needed. Please don't hesitate to call or email me with questions.

Thank you for your time and consideration!

Sincerely,

[Sender name]

[Paste press release here]

