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## Spotlight:

# Writing perfect press releases

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Whitepapers and technical documentation

### Information about this document

**Author:** Tobias Eichner, [tobias@starenterprise.com](mailto:tobias@starenterprise.com)

**Date of first release:** November 2015 | **Date of last revision:** 5. November 2015

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## Press releases are key elements of successful public relations !

New products and services

Trade fairs and events

Success stories

Staff news

Innovations

Cooperations and acquisitions

Research results and publications

... just a few topics worth writing a press release !

The press release is an inexpensive but effective marketing **instrument for public relations** suited to **increase the awareness level** of your company and to **build a unique corporate image**.

Besides the **typical target audience** of a press release, think about to make them available also to **prospective and regular customers** (as a newsletter).

Press releases carefully **distributed online** may also **increase your search engines ranking**.

**Target audience:** Any kind of mass media, authors of professional publications, industry journals, press agencies, weblogs, local and international newspapers, editorial offices (e.g. TV, radio stations), ...

### Tips and how-tos to write a perfect press release

#### Arrest attention by offering interesting facts

Not everything is worth a press release. So think about in advance, if the "news" are really relevant and worth being read by your target audience.

#### Most important goes first

Some readers are not very attentive reading long articles. To catch them, start with a short summary and then come to the facts and your story behind.

#### Clear statements, vivid language

- Avoid long nested sentences and mental leaps. One central theme !
- Write for your target audience, explain technical terms and abbreviations.
- Get to the point quickly, be precise and unambiguous.
- Stick to facts, avoid exaggerations and superlatives.

#### Offer multimedia based contents for modern media

Include rich media contents to your press release where appropriate (like images, videos and data sheets), but respect copyright of third parties.

#### Ready for publication

- Use an objective third person narration (no "I" or "we").  
→ By considering this, an editor can easily copy&paste your press release.
- Avoid meaningless blind text (the length doesn't matter... really).
- Proof-read your press release (ideally by another person) !

### General structure of a typical press release

Name of company | Location, Date

Impressive title (short, but memorable)

Brief introduction (lead, "appetizer") | Length: about three to five sentences.

- Summary of the contents... who, where, what, when, why ?

Main part (body, article) | Length: about a half page of continuous text.

- Contents of the press release.

Company overview (footer) | Length: about three to five sentences.

- Short company portrait ("about us").

Media contact (name, e-mail address, phone number)

## About STAR ENTERPRISE

### [Information Technology Is Our Universe !]

STAR ENTERPRISE is an **IT and business agency** offering a wide-spread range of **professional products and services** dedicated to corporate customers of any industry and any size.

Our portfolio covers **business consulting, software development** and **IT services**. By means of our innovative solutions, we support our clients in taking advantage of today's information technologies to work more efficient and more profitable.

**Our philosophy is simple:** We want to establish **long-term business relationships** by carrying a **high degree of responsibility while working results-oriented**.

## Contact Information

### [Author]

You have **questions, which are related to this whitepaper** and want to get in touch with the author ? Please have a look at the title page to find the author's name and personal e-mail address.

### [STAR ENTERPRISE]

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