

Let's Talk About...

How to Write a Press Release That Gets Noticed

For Your Local Small Business



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As an independent small business, your press release is a powerful tool to reach your local audience and engage them with the unique story of your company.

However, crafting that narrative can be challenging - where do you start?

We offer this guide as an essential resource for writing effective small business press releases. Our resources provide copywriting tips, examples plus templates and checklists to help get it right the first time!

Let's take the plunge together into creating successful stories about what makes you stand out from all other businesses around today!

So what is a press release and can I really write one myself?

Crafting press releases for your small business gives you the opportunity to reach a broader audience and create valuable connections, helping drive growth.

It's an effective way of helping people in your local area become aware of your services while also providing them with insight into what makes your company unique - its mission, values, products & more! With clear communication underpinning each release, there's no limit on how many leads can come through as prospective customers who will be eager to make use of what you have to offer.





SO LET'S START BY EXPLAINING WHAT A PRESS RELEASE DOES...

Have you ever seen a news story about a local business and wondered how on earth the journalist picked up that story to include in the newspaper? The chances are, they received a press release from the small business owner or their marketing team.

A press release is a formal statement or announcement sent to the media with the purpose of providing information to journalists and editors covering a particular topic or event.

Journalists love them! After all, they need to fill the pages of their publication and a well-written press release is practically a self-written space filler for their next issue!

BUT CAN I REALLY WRITE MY OWN PRESS RELEASE?

Absolutely! Writing your own press release isn't as daunting as you may think. The key is having a well-thought out plan and knowing how to approach the task in order to get the attention of the media.

It's important to consider who your audience is, what information you want to include, and how you structure your content so that it's relevant and compelling. Take some time to craft an eye-catching headline that sums up the story clearly and effectively, then let the facts - informed by anecdotes or quotes - do the talking!

BUT WHERE DO I SEND MY PRESS RELEASE?

When you start planning a media outreach campaign as a small business, it's important to begin by asking yourself "Where is my ideal audience going to be?".

By pinpointing this vital first question, you'll have a much better idea of which publications or outlets can most effectively spread the word about your cause. If, for example, you're a small florist delivering bouquets within a 10 mile area,

it makes little sense to try and target national publications like The Times or Good Housekeeping. Starting at a local level, look for newspapers in your town or city – they usually have generic email addresses – next, research which editors could best help promote your work. Then add these emails to your contact list so you're ready for action!



Let's not stop there...

What about smaller publications? Every city, town and village has smaller

publications that are delivered door to door in specific areas, usually with names like "Living Villages" or "The City Diary". Spend some time researching what goes out in your target locations, and then use the same method we talked about with local newspapers to start collecting contact information. These smaller publications are usually put together by volunteers and local residents, so they can offer some really great networking opportunities.

Remember...

- Journalists have **MINUTES**, not hours, days or weeks to read your release and decide if it's right for them, so make your headlines stand out.
- Avoid spamming with trivial stories. Only send important newsworthy announcements. You don't want to get in their bad books!

Tips for Writing and Distributing your Press Release

Do

- Use proper grammar, punctuation, and spelling throughout the press release copy
- Create compelling headlines that draw attention without being too sensationalistic
- Make sure the opening paragraph is brief but tantalising enough to encourage further reading
- Always write in the third person and avoid getting personal

Don't

- **Pack in too much information** – Keep it concise and stick to the main points
- **Beat around the bush** – Make sure you get to the important information straight away and avoid long introductions
- **Ignore legal issues** - Make sure your press release doesn't break any laws, such as copyright infringement or intellectual property theft
- **Neglect proofreading** - Double check your work for spelling errors, typos, inconsistencies, incorrect grammar and syntax mistakes

Example:

Press Release for a New Local Florist

FOR IMMEDIATE RELEASE: 28/04/2023

Anna Smith

Stamford Flowers & Bouquets

07733465463

anna@stamfordflowers.co.uk

Event: Grand Opening

Stamford Florist offers free flowers & an express 1hr delivery service - A first for the area!

Stamford, Lincolnshire: Stamford Flowers & Bouquets today announced they will be opening their doors to the public for the first time. The much-anticipated opening of the luxury florist has been the talk of the town and they are now inviting everybody to attend their grand opening! All visitors to the grand opening will be welcomed with bubbly and receive a free bouquet of the season's most popular blooms as a thank you gift for attending.

"We are excited to invite all members of the community to our grand opening. We have carefully considered the needs of the local area and we hope that our new shop will become a hub for the community." Says Anna Smith, owner and manager. "Not only can customers shop for beautiful bouquets, but they can stop for a while in our cafe, make new friends and catch up with old ones. 20% of the cafe profits will be donated to a local charity that is chosen by our customers. We are excitedly finalising the plans for the grand opening and we can't wait to welcome you with a drink and a chat, we can't wait to get to know our community even better!"

The Grand Opening of Stamford Flowers & Bouquets will bring to the local area;

- A new community hub cafe for catching up and socialising.
- Free delivery within 10 miles for all bouquets.
- A new express 1-hour delivery service, the first of its kind ever seen in the area.
- Supporting a local charity in the way of 20% of cafe profits donated every month.

Stamford Flowers & Bouquets' Grand Opening will take place at 11am on Saturday 13th May 2023, at Unit 23 High Street, Stamford. For more information on the Stamford Flowers & Bouquets and the Grand Opening, visit:

<https://www.stamfordbouquets.co.uk/grand-opening>

About Stamford Flowers & Bouquets: Anna Smith, owner and manager of Stamford Flowers and Bouquets has an impressive history as a florist, having worked at the Royal Horticultural Society (RHS) for over a decade and has served as a judge for the Chelsea flower show for over 11 years.

The Important Elements:

Contact details must be complete and accurate so you can be contacted with any questions.

FOR IMMEDIATE RELEASE: 28/04/2023

Anna Smith
Stamford Flowers & Bouquets
07733465463
anna@stamfordflowers.co.uk

Let the Headline and Sub-headline say it all.

Event: Grand Opening

Stamford Florist offers free flowers & an express 1hr delivery service - A first for the area!

The first paragraph needs to tell the reader What it is and Why it is happening.

Stamford, Lincolnshire: Stamford Flowers & Bouquets today announced they will be opening their doors to the public for the first time. The much-anticipated opening of the luxury florist has been the talk of the town and they are now inviting everybody to attend their grand opening! All visitors to the grand opening will be welcomed with bubbly and receive a free bouquet of the season's most popular blooms as a thank you gift for attending.

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Informative quotes and a list of features/benefits can give journalists additional information to work with.

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Where, When and How to get involved is essential. Always include a link to more information.

About Stamford Flowers & Bouquets: Anna Smith, owner and manager of Stamford Flowers and Bouquets has an impressive history as a florist, having worked at the Royal Horticultural Society (RHS) for over a decade and has served as a judge for the Chelsea flower show for over 11 years.

A few sentences about your charity and its recent accomplishments will help add a little back story and give any journalist an insight into your cause and what you do. This information can help the journalist write a complete story.

Your Press Release Templates

What do you need to announce?

So you are ready to write your first press release, let's find the best template for your announcement.

The content and structure of the press release will, of course, be determined by the nature of the announcement. It could be;

- A new service you are introducing
- An upcoming event
- A milestone that you have reached in the local community

We have put together a template for each type of press release to make it easy for you to create your first press release...



Event Press Release

Use this template for announcing an event

FOR IMMEDIATE RELEASE: {Date}

{Contact Name}

{Organisation Name}

{Phone Number}

{Email}

{Press Release Headline}

{Press Release Subhead (One Line Maximum)}

{City, County}: {Business name} today announced {name of event}, a {Brief description of event}. {Name of event} is {full description of event} and offers a way for {target audience} to {desired outcome of the event}.

“{Quote from higher-up in the business about the event},” says {name}, {title} at {business}. “{Additional quote}.”

Features and benefits of {event name} include.

- Benefit/feature #1
- Benefit/feature #2
- Benefit/feature #3

{Event name} will take place on {date/time of event}, at {Location}. For more information on {Event}, visit {URL of event page/blog}.

About {Business}: {Add a short description of your business and its recent accomplishments, if applicable}.

Service Press Release

Use this template for new products/services

FOR IMMEDIATE RELEASE: {Date}

{Contact Name}

{Organisation Name}

{Phone Number}

{Email}

{Press Release Headline}

{Press Release Subhead (One Line Maximum)}

{City, County}: {Business name} today announced {name of new product/service}, a new {product/service}. {Name of new product/service} is {description of product/service} and offers a new way for {target audience} to {benefit or features}.

“{Quote from higher-up in the business about the product/service},” says {name}, {title} at {business}. “{Additional quote}.”

Features and benefits of {Product/service} include.

- Benefit/feature #1
- Benefit/feature #2
- Benefit/feature #3

{Product/Service} will be available from {availability date}. For more information on {Product/Service}, visit {URL of service page/blog}.

About {Business}: {Add a short description of your business and its recent accomplishments, if applicable}.

Fundraising Milestone Press Release

Use this template for major milestone announcements

FOR IMMEDIATE RELEASE: {Date}

{Contact Name}

{Organisation Name}

{Phone Number}

{Email}

{Press Release Headline}

{Press Release Subhead (One Line Maximum)}

{City, County}: {Business name} today announced {description of community milestone}. This milestone is a major achievement for {business name} on its mission to {main goal of business}.

“{Quote from higher-up in the business about the milestone},” says {name}, {title} at {business}. “{Additional quote}.”

This news comes as a result of many recent community events and accomplishments of the business, including:

- Initiative/accomplishment #1
- Initiative/accomplishment #2
- Initiative/accomplishment #3

{Additional quote, if required}.

To learn more about {milestone}, click here {link to page/blog about the community milestone}.

About {business}: {Add a short description of your business and its recent accomplishments, if applicable}.

DAVID & GAYNOR RAMSDEN

BIG THINKING FOR SMALL BRANDS

Communicate Your Brand!
Connect You With The Right People
Convert Them Into Paying Customers



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SO WHAT NOW?

We hope you enjoyed this e-book and found some of the ideas useful to implement straight away in your business

WANT MORE?

Get in touch with us to discuss any of our services or to book a power hour or discovery call around how we can help you grow your micro business.

JOIN OUR COMMUNITY

Getting Your Local Brand Found & Noticed. We are on Facebook and our group supports other businesses like you to grow.

We have workshops, weekly Q&A's and regularly share growth tips and advice.

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Checklist



Tick off the steps as you go along



Draft a new website page or draft a blog post about your new service, event or milestone.



Draft your press release using the most appropriate template and make it stand out using creative copywriting.



Circulate website page, blog post and press release drafts internally for feedback, comments and notes.



Finalise all marketing assets, taking into account the notes you receive from internal stakeholders.



Schedule press release - Make sure your website pages/blog posts are live and send your press release out to your media list.



Create social media promotion assets - images, hashtags, social post captions and start promoting.



Monitor responses from journalists requesting more information as well as comments, likes and shares on social media.



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