

Press Releases

Not every business has its own Press Office or PR company so here are a few pointers when trying to get news published.

1. Is it Newsworthy?

People must want to read your story, therefore know your audience and think what they would like. Remember, look for the positives.

Examples:

- Investment
- New Funding
- Recruitment
- New Premises
- New Business/Orders/Exports
- Acquisitions/Mergers
- Partnership/Research Collaboration
- Awards

2. Selling a Story

Target the publications you think will be interested in publishing your story. Identify stories from similar businesses, if the publication has used them, chances are they will be interested in yours.

Tips:

Get to know the Editors – speak to them on a regular basis, get to know what they like and how they like to receive their news and when their deadlines are.

Use a Strong Headline – Sum up the story in a few words 'ABC Process Packaging set for growth after new investment'.

Ensure your story is:

- Well written
- Grammatically correct
- Presented properly with full contact details
- Accompanied by a picture relevant to the content

3. Make Best Use of Your Own Resources

Tell as many people as you can what you have done. Don't confine yourself to the mainstream media or trade publications.

Examples:

- Post the story on your own website
- Actively use **Social Media** – both corporate and personal platforms, and remember to include links
- **Video** – consider accompanying your story with a short film

4. What to Avoid

Overselling a Story – don't make it blatantly commercial or full of outlandish claims; if a story is good it sells itself.

Manipulate words – don't fall foul of the spam filters with too many calls to action or sales incentives.

Appearing untrustworthy or insecure.

If in any doubt about any of these then consult a specialist such as Adfield, we are here to help you.

Email Marketing

Not every business has its own Press Office or PR company so here are a few pointers when trying to get news published.

1. A personal Invitation

A personalised invitation to your customers will be one of the most effective marketing tools you can use and will immediately alert them to your presence at MACH 2024. If the information comes from a trustworthy and reliable source, the more likely it is to be read.

What to include:

- The dates and venue details:
NEC • 15-19 April 2024
- Your Stand Number
- What you will be exhibiting
- Why it is important they should attend
- Your personal registration link, so you can urge them to register ahead of the event
- Add a MACH 2024 Show banner with you registration link as part of your email signature

2. Content Guidelines

Try and convey as much information as you can while keeping the content brief – long and rambling emails are rarely read fully and can have the opposite effect of turning the reader off rather than enticing them.

- Aim for a powerful headline with at least one strong **Call to Action – Join Us at MACH 2024....**
- Make the reader aware of what is happening
- Bullet points or text boxes are effective tools to highlight important message
- Include your contact details and website address – ideally with a link to the exhibition registration page
- Consider the use of images – strong visuals will attract interest
- Offer the recipient the chance to **unsubscribe** if they wish

3. Submission Details

There are certain matters to consider prior to sending an email which will determine how effective your messaging is.

- Avoid a poorly constructed Subject Line – Overt sales language 'Act Now', 'Limited Offer', 'Exclusive Deal' must not be used, or your only destination will be the spam filter
- Ensure your content is correct and does not contain exaggerated claims about product or service
- Be realistic and back claims with social proof such as a testimonial or case study
- Avoid inappropriate greetings that could attract those spam filters
 - Dear [email address]
 - Dear friend
 - Greetings
 - Dear [wrong name]
 - Hello (with no name included)

4. Before Submission

- A simple check before sending will avoid any unnecessary problems and stop your good work being wasted
- Double check there are no mistakes – grammatical or otherwise
- Send a test message to make sure all links are working properly and the subject line is displaying correctly
- Consider when you are sending the message – submissions on a **Tuesday, Wednesday or Thursday between 10am-2pm** often yield the best results
- Check there is a MACH 2024 Show banner attached to the email signature, complete with registration link

Remember, if you need help with any of this, we can create an email for you and provide a report with the results.