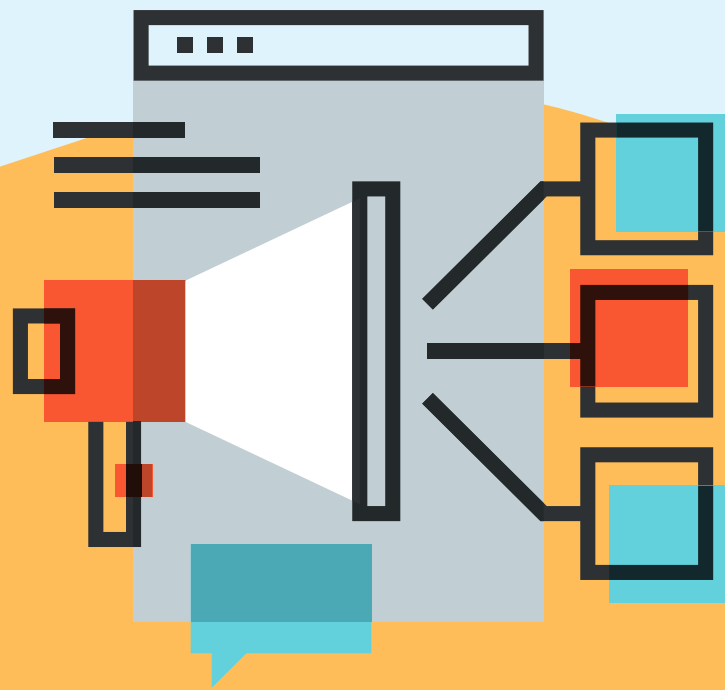


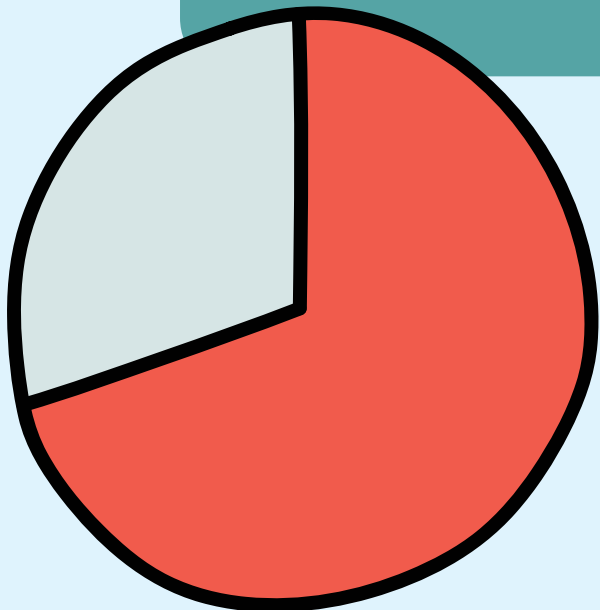


Are press releases still
EFFECTIVE
today?



70%

of journalists that open your releases spend less than 60 seconds reading them



Source: Greentarget



According to the CIPR

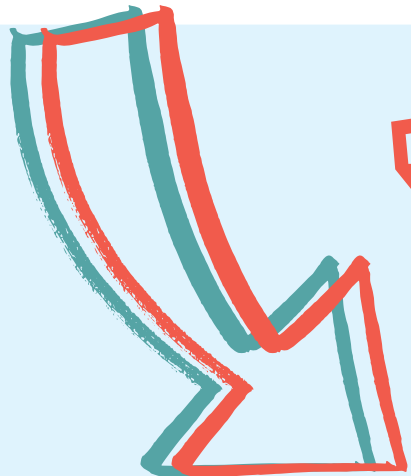


99%



of press releases go straight
in a journalist's **bin.**

**So how do you ensure
you're the lucky**



10%



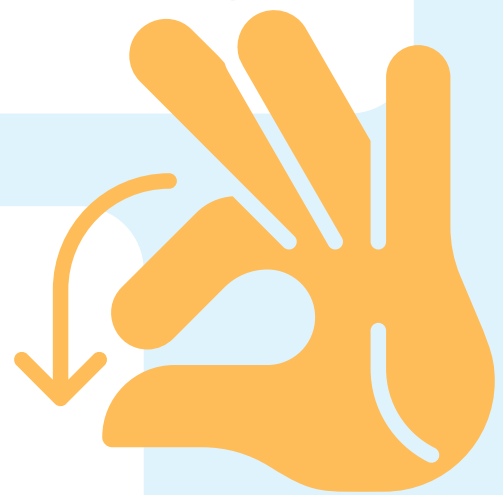
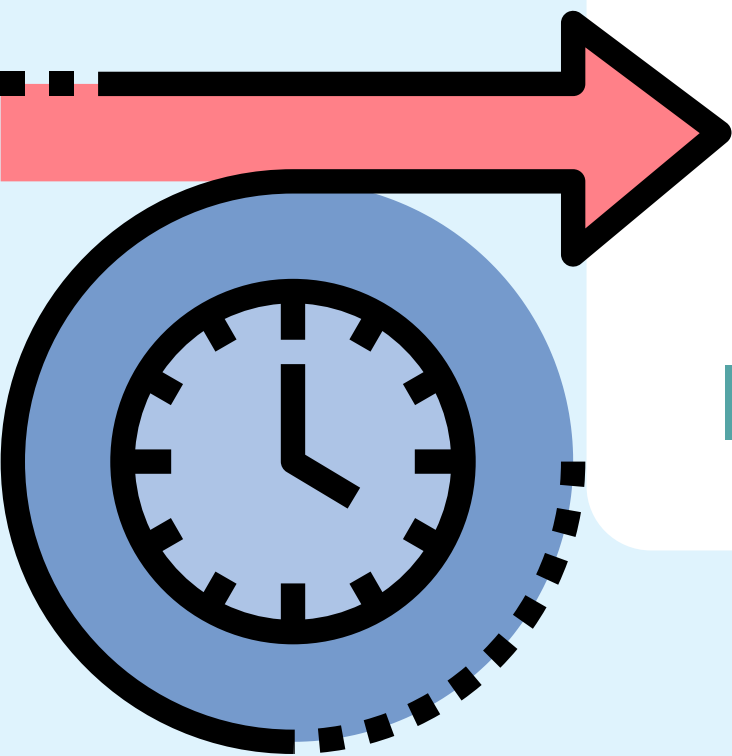
**that captures the
journalist's attention, and
your releases are read?**



Tip #1:

Keep them short and snappy.

**Journalists have
little time and
energy to read
lengthy releases.**



Tip #2:

Ask yourself do I have
REAL news?



We are talking **big**,
ground-breaking news
like a new hotel opening,
a unique new facility or
new experience.

Tip #3:

Make sure you're sending your release to the right people and the right media



**Is it trade
or consumer
news?**

You may be asking - What's even the point of writing a press release?



They are still a quick and easy way to get **BIG news out.**

The copy can also be used in your own newsletters and on your website

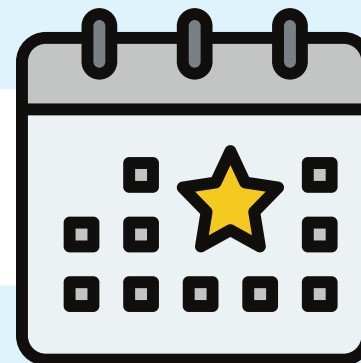
**But other methods a good PR agency
can use to sell in your news to the press
include:**



Targeted pitches



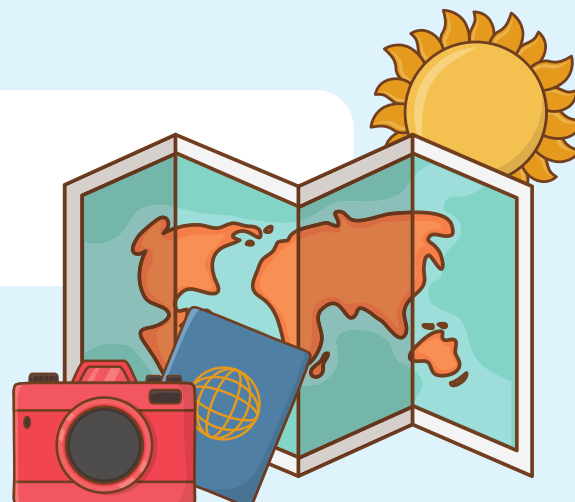
Events



Social Media



Press Trips



**If you would like to get your news out
in the right way, please get in touch
with us to discuss at:**

info@p1communications.com

P1 COMMUNICATIONS

