

## **The Fringe Benefits of Press Releases**

You've hired a professional and you've generated a press release. Now you can sit back and enjoy the publicity, right?

Wrong. While your press release may have all the elements necessary to generate interest and result in news coverage, chances are your press releases will not become a feature story. So why send them?

The answer is simple: press releases do much more for you than simply generate automatic publicity. In fact, most savvy marketing professionals understand that a good press release is one that doesn't need to generate publicity in order to be successful. There are a number of benefits to putting out press releases that add value to your message.

*Name recognition.* While your name may not be immediately recognizable to your potential customers, it will be one that sticks in the minds of the editors and reporters who receive your press release, but only if that release is written in a memorable way. For instance, if Company X sends out a release announcing that Joe Smith has been hired as the company's new project manager, that isn't enough to be memorable. However, a release details the hidden costs of construction projects that offers Joe Smith as an interview source is definitely one that an overworked media professional would appreciate and remember.

*Web site enhancement.* Look at some of your competitors' Internet offerings. How does yours compare? Is your site a static site that offers only general information on your company, or does it have an updated news section that details the latest happenings in your company? Your press releases become instant news for your Web site. It's one more way your message can be seen by your potential customers.

*Rapport building.* Remember those editors and media types who received your press releases that gave them story ideas? Now's the time to have your marketing pro make contact. The goal is to get a sense of how you can promote yourself as a source for their stories. Lending your professional opinion to a story is the fastest way to distinguish yourself as an expert in your field. What better way to generate new business?

The key to press releases is to understand exactly what fringe benefits you receive from sending them in the right way and with regular frequency.

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