

Title:

How To Write Profitable Industrial and Technical Product Media Releases

Word Count:

1199

Summary:

Writing effective technical and industrial product press releases for online media sources can

Keywords:

Industrial Supply, Industrial Equipment, Industrial Machinery, Industrial Sales, Industrial Ma

Article Body:

Writing effective technical and industrial product press releases for online media sources can

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The most common and negative traits online press releases have, is most of them are poorly opt

Call it what you want, a press release, news release or media release, it really doesn't matte

Forget Branding and Start Selling

The biggest myth in public relations and in the advertising industry in general is the "need"

Case in point: Did you know the word Coca Colaâ is the second most known word on the entire pl

With such a huge marketing budget, some people might call all that promotion a form of brandin

Writing An Effective Headline

The headline of a press release is directly responsible for 50% off its success or failure. It

The Advantages Of A Sub-Headline

Your press releases should always include a sub-headline or lead paragraph that briefly but ac

A sub-headline is often the difference maker in whether or not an editor or prospect will deci

The Body of The Press Release

Writing technical and industrial product press releases is not exactly an art like many PR peo

With a little research you can also learn which press releases online are getting the best res

Some Press Release Writing Tips To Keep In Mind

- Keep it brief, no more than a single page (about 240 words), 4 to 6 paragraphs with no
- Remember, you are writing for the editor, as well as your target audience and also the
- Write about the facts just like a journalist's would. Avoid all sales hype completely
- Always include keywords throughout the release that naturally 'flow' with the copy. Av
- Each paragraph should be newsworthy enough and factual-oriented in such a way that it
- The closing paragraph should offer a brief description of your company's profile, targ
- End the release with an editorial contact as well as a company contact person's name,

Distributing Your Press Release

First and foremost, you should submit your press release to the many free PR distribution site

- www.prweb.com
- www.arrivenet.com
- www.pr9.net
- www.1888pressrelease.com
- www.prleap.com
- www.sbwire.com
- www.prfree.com
- www.przoom.com
- www.sbwire.com
- www.pr.com

Online Trade Publications

There are a lot of media directories available online, some are free and others are quite expensive.

I also have extensively used the publications portal Publist.com to locate hundreds of trade magazines.

You'll also find hundreds of pre-selected trade magazines and publications for industrial, technology, and other sectors. Just 'Google' the ones that interest you to locate their Web site or simply request a free subscription.

About The Author

Conrad Bailey is co-founder and vice president of www.IndustrialLeaders.com, and author of the book *Industrial Leaders*.

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