

MARTIN THOMAS, INC.

Case History

The Press Release Challenge

Client: Cri-Sil, Division of Immix Technologies

Problem: A new client says to us, “What’s the value of a news release? We’ve tried to do this ourselves for years, and every time we do one, nobody prints them!”

Solution: After some soul-searching and a little convincing, we got the go-ahead to write and distribute a news release for the client, with a photo that showed their product in end-use applications.

Once it was approved, it went out to our special editorial lists - some by e-mail, some by snail-mail and even a couple of faxes (honest, that’s the way they want the releases). And the clips started appearing in their industry trade magazines. And when they were printed, we clipped them and sent them to the client.

So what? Well, only weeks after the flurry of editorial coverage, the company that couldn’t get anything printed has insertions in 9 major trade journals and admitted that they logged 18 new companies contacting them about product after reading the release. Not too shabby - 18 new business leads as a result of a single release, from a

company that has done very little advertising or public relations.

The secret is knowing how to package the release and knowing which editors to get it to, plus where and how to send it. Further, you’ve got to send along the releases in the manner most usable and attractive to the editors. Remember that you’re competing against 500 - 2,500 releases per month,

so you’ve got to “sell” your release with good photography and not-too-commercial writing. Another secret is consistency - keep the releases coming, at least every 60 days.

