
DIY PRESS RELEASE SUBMISSION

Benefits of submitting press releases to GlobeNewswire DIY

Presented by NASDAQ OMX GlobeNewswire

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INTRODUCTION

Over the last decade, self-service or “do-it-yourself” options have increasingly become a large part of our culture. From filing personal taxes online to scanning our own items in the checkout line at the pharmacy, we’re handling more and more tasks ourselves. Because doing so often allows for greater convenience, control and cost effectiveness, we have not just gotten used to this method, we’ve actually begun to prefer it.

The “DIY effect” is having a growing impact on today’s post-recessionary business environment, where organizations are looking to self-serve options to streamline various aspects of their operations in order to maximize efficiency. Nowhere is this trend more evident than in the communications space.

One of the most visible examples of DIY communications is social media, which many companies are leveraging to reach and engage with their target audiences. Platforms like Facebook and Twitter allow companies to communicate in real-time and ensure that they are in control of their own message – they are no longer forced to rely solely on journalists or bloggers as gatekeepers. While communicating through social media carries inherent risks, the benefits – including cost effectiveness – have proven attractive for many companies to adopt as part of their overall communications strategy.

DIY has also had a noticeable impact on a more traditional form of business communications: press releases. Using GlobeNewswire as a primary example, this paper will explore the benefits offered by DIY press release submission as well as some of the considerations that communications professionals should make before pursuing a self-serve model.

SECTION 1: WHAT IS DIY PRESS RELEASE SUBMISSION?

Companies issuing press releases have long relied on newswires to distribute their announcements to journalists and the public. Traditionally, services like GlobeNewswire have worked hand-in-hand with communications professionals not only to issue releases, but provide thorough editorial support and guidance in fulfilling financial disclosure requirements. However, until now, there had not been much flexibility in the range or method of services offered by newswires.

In today’s digital environment, brands must develop, disseminate and protect information in real-time – and to do so, they must be able to communicate quickly and efficiently, without sacrificing quality or control. To meet companies’ growing needs for efficient, cost-effective communications alternatives, GlobeNewswire launched its DIY press release submission service in 2010.

Through a secure web interface, DIY press release models allow communications professionals to create, format and distribute press releases on their own – all with minimum interaction.

SECTION 2: WHAT ARE THE PRIMARY ADVANTAGES OF KNOWING HOW TO SUBMIT A PRESS RELEASE?

Communications professionals are always looking for ways to communicate their company’s messages in ways that are cost-effective and efficient. By allowing companies to create and edit releases independently, DIY provides communi-

tions professionals with a streamlined release process that significantly reduces the costs associated with the traditional release model.

GlobeNewswire DIY’s flat-rate pricing also makes it easier for companies to budget their communications. Under traditional models, distribution costs vary for each release and depend on a number of factors, including the release’s length and complexity. In contrast, GlobeNewswire’s DIY solution offers flat-rate pricing, allowing communications professionals to accurately forecast the budget requirements for their communications programs.

GlobeNewswire DIY provides these benefits without sacrifices: it offers many of the same value-added services as traditional models, including search engine optimization, financial disclosure support and the ability to target distribution based on topic, focus and audience.

SECTION 3: WHAT YOU SHOULD CONSIDER BEFORE SUBMITTING PRESS RELEASES TO GLOBENEWSWIRE DIY

Press releases are a vital communications tool, serving as a company’s voice to media, competitors and the public. As such, it’s important that they reflect positively on the company and its professionalism. By electing to use a DIY press release submission model, communications professionals are assuming full responsibility for maintaining this image.

Outlined here are a few of the potential challenges posed by adopting the DIY model and considerations that communications professionals should make to help ensure that their DIY press releases are a success.

EDITORIAL SUPPORT

Press releases with grammatical, typographical or formatting errors will make a poor impression on your target audiences. To curb these mistakes, traditional press release models often include full editorial support. As part of its streamlined release process, the DIY model does not include this offering, instead allowing a company’s communications team to handle the release’s editorial review process.

In light of this, it’s important that communications professionals are able to review what the finished version of the release will look like after it has been distributed. GlobeNewswire allows customers to view a final copy of their release – think of it as a “print preview” – so they can see what it will look like after submission and catch any mistakes.

A comprehensive proofreading checklist can be found in our paper, “[Best Practices for Writing Press Releases](#).”

SCOPE OF DISTRIBUTION

Not all DIY solutions are created equal. More specifically, not all DIY solutions offer the same reach. In fact, many DIY services reach far smaller audiences than traditional distribution services. Before choosing a DIY option, make sure that your provider offers your desired scope of distribution. GlobeNewswire offers a number of [distribution options](#) to make sure that your release gets seen by your target audiences.

CUSTOMER SERVICE

No matter how seamless or sophisticated the system, DIY solutions are only as effective as their customer support. By electing to go the DIY route, communications professionals are assuming an increased level of responsibility for distributing error-free releases that have been properly formatted and optimized.

Because of this, it's critical to make sure that you feel comfortable with the level of customer support offered by your DIY provider. GlobeNewswire provides educational training sessions by phone and web conference as well as reference materials that can be shared with internal staff.

REGULATORY FILINGS

In today's business environment, disclosure for public companies is more important than ever. Companies in the U.S., Canada and Europe must have a full understanding of the disclosure requirements mandated by the regulatory agencies in their respective regions.

As a result, DIY solutions – which typically do not include hands-on assistance in managing regulatory requirements and the disclosure process – are best suited for companies with fewer regulatory requirements or with staff members capable of handling regulatory filings. Additionally, DIY can present an attractive option to companies with different disclosure needs depending on the subject matter of your release.

To assist with regulatory compliance, GlobeNewswire DIY offers a single platform that supports the full range of disclosure options:

- Broad, simultaneous distribution to the media, financial analysts and individual investors
- "Notice and access" publication via your IR Website
- Fulfillment of regulatory obligations through an EDGAR filing

STEP 4: COMMON MISTAKES FOUND IN ONLINE PRESS RELEASES

Regardless of how many times a press release is reviewed before its distribution, an unfortunate fact is that mistakes do happen. As DIY press releases do not include a dedicated editorial review, they should be proofread and examined carefully by your company's communications staff before they are issued.

However, these mistakes are certainly not unique to DIY press releases. In fact, most communications professionals can probably cite an instance where even a dedicated editorial review was not enough to catch an error.

Below is a list of common mistakes found in online press releases:

- *Schedule time.* Releases scheduled for 9pm will actually be distributed at 9am. When issuing your release, review its distribution time carefully, noting the am/pm distinction as well as the time zone.
- *Misspellings of company, brand and executive names.* These errors reflect poorly on your company, can confuse journalists, and can be embarrassing for a communications department. When issuing a DIY release, make sure to review these items carefully for accuracy and consistency.
- *Incorrect phone numbers or phone numbers that are missing digits.* This can also cause confusion among your audience and harm the

effectiveness of your release. A good rule of thumb: before issuing a release, dial all of the phone numbers contained in it.

- *Dates that do not correspond with the appropriate day of the week.* If your release mentions that your company's new product launch will occur on Tuesday, May 4, and May 4 is actually a Wednesday, journalists will be left to guess the actual date themselves.

STEP 5: CONCLUSION

As the communication needs of businesses change, so do the tools they use to disseminate their messaging. In today's real-time environment, companies must increasingly turn to lower-cost, faster communications alternatives in order to keep pace. While DIY press release submission does require extra legwork, its primary benefits serve to make it an attractive, cost-efficient and powerful option for today's communications professionals.