10 Video News Release Best Practices for Maximum Effect

1) **Make it Social Ready:**

Sharing a “social ready” release (engaging headline, tweetable quotes, prominent share icons, Mobile responsive) will get you the most mileage out of your PR. Our VNRs are designed to drive engagement and inspire interaction. Adding Social Ready Options to your PR helps to spread your news virally, creating a measurable impact to your VNR.

2) Write a great headline:

The headline is the first thing your target audience will see. Make it good, or they may not read any further. Also make sure it’s tweetable, so keep it to 140 characters or less if possible. Also use the Company Name in a first 100 Characters (or Less) of your Title as sometimes titles get cut down on social channels and search results..

3) Get straight to the point:

Address your most important point in the first paragraph of your press release. Keep the rest of the release to two pages or less. One page is also much better.. Reporters and publisher are busy and probably won’t read the second page anyway..

4) Back up your story with hard numbers:

Facts and statistics will make your story stronger. Use them. But first, double-check your sources to make sure they’re credible. You could do harm to your potential first impression is your numbers or stats are incorrect. Your reputation is directly proportionate your honesty.

5) Include quotes for emotional connection:

A good quote will make your story more interesting and human. Quotes can come from people inside or outside your company (or both), as long as they're relevant. Quotes can asl service as quick testimonials use theme wisely and get permission they can be a powerful aspect to your PR.

6). Add share buttons for a Viral effect:

Make it easy for readers and journalists to share your press release. Call out share buttons, re-tweetable phrases, and anything else you want them to share. Using our social ready features will make it much easier to give your VVR to go viral..

7) Make it mobile and tablet friendly:

Journalists and others you'll want to target read PR pitches on the go, so make sure your press release looks as good on a mobile screen as it does on a monitor. Using our Social-ready features provides a mobile responsive element as well. It makes your press release look great on smartphones, tablets, and other devices..

8) Provide contact information:

This one sounds obvious, but it's also easy to overlook. Make it easy for journalists to contact you for more details. Include a name, email address, and phone number on every press release. Plus your website URL for more information about your product or service.

9) Use high resolution video:

High resolutions video will make your press releases look beautiful and professional. Journalists and others with in your target market will no longer need to just read your company's latest PR. We believe No press release should be without high quality video when that's the why most web users consume their information regularly..

10) Maintain Credibility in your PR:

Always use an "Objective Tone", your press releases should be free of direct references (i.e. "you," "I," "we," etc.) Direct references are a flag that the content is an advertisement rather than a news release. Similarly hype flags like exclamation points, product/service claims, descriptions words like Amazing or The Best, challenge the credibility of your news release.

In an increasingly visually oriented and social online world, with measurable results, the VNR can get you in front of the right audiences with messages that they care about. Allowing you to stand out and giving your audience the chance to share your message with others that could use your services or products. All that equates to a better bang for your marketing dollar.. Contact Us for Pricing Packages Today ***877-818-7448***