

Press Release Distribution Strategy Planner

Use this planner to keep your news distribution focused, timely, and trackable.





Press Release Title: _____

Target Distribution Date: _____

Business Objective(s): (e.g., product launch, thought leadership, event promotion)

1. _____

2. _____

3. _____

Key Messages:

Goals/KPIs:

What do you want this news release to achieve? (Brand awareness, media coverage, lead generation, social engagement, SEO impact)



Distribution Tactics & Channels: (check all that apply and add notes)

Channel	Notes/Partner
<input type="checkbox"/> Wire Service	<hr/>
<input type="checkbox"/> PR Agency Outreach	<hr/>
<input type="checkbox"/> Trade Media Lists	<hr/>
<input type="checkbox"/> Social Media Amplification	<hr/>
<input type="checkbox"/> Owned Channels (website, newsletter)	<hr/>
<input type="checkbox"/> Paid Media (sponsored content)	<hr/>
<input type="checkbox"/> Industry Forums & Groups	<hr/>
<input type="checkbox"/> Other	<hr/>

Target Audiences & Media Outlets

Segment	Outlet/Journalist	Contact (email/tel)	Channel	Priority (H/M/L)
<i>Tech/SaaS</i>	<i>TechCrunch (John Doe)</i>	<i>john@techcrunch.com</i>	<i>Email pitch</i>	<i>High</i>



Timeline & Responsibilities

Task	Owner	Start Date	Due Date
Draft press release	<hr/>	<hr/>	<hr/>
Internal review & approvals	<hr/>	<hr/>	<hr/>
Upload to wire service	<hr/>	<hr/>	<hr/>
Agency/journalist outreach	<hr/>	<hr/>	<hr/>
Social media & newsletter	<hr/>	<hr/>	<hr/>
Post-release reporting review	<hr/>	<hr/>	<hr/>
Additional tasks	<hr/>	<hr/>	<hr/>
	<hr/>	<hr/>	<hr/>

Multimedia & Assets Checklist

Asset	Filename	Link	Caption
Image	<hr/>	<hr/>	<hr/>
Video	<hr/>	<hr/>	<hr/>
Logo	<hr/>	<hr/>	<hr/>
Infographic	<hr/>	<hr/>	<hr/>
Other	<hr/>	<hr/>	<hr/>



Follow Up & Amplification

Activity	Audience/Channel	Start Timing (days after release)	Owner
Personalized journalist check-ins	<hr/>	<hr/>	<hr/>
Share infographic/ video asset	<hr/>	<hr/>	<hr/>
Pitch guest post or byline opportunity	<hr/>	<hr/>	<hr/>
Social media carousel + hashtags	<hr/>	<hr/>	<hr/>
Newsletter inclusion	<hr/>	<hr/>	<hr/>
Other	<hr/>	<hr/>	<hr/>

Success Metrics & KPIs

➡ Business Wire NewsTrak

- Views, Clicks, Shares
- Online Postings
- Potential Audience & Subscriber Feeds
- View by Feed

➡ Pickup Rate (number of outlets/journalists publishing)

➡ Audience Reach (estimated readership/circulation)

➡ Website/Landing Page Visits (via your company's analytics dashboard)

➡ Social Engagement (shares, likes, comments)

➡ Inbound Inquiries/Leads





Tips from Business Wire

- ✓ Your **headline** should be clear, concise, newsworthy, and include relevant keywords.
- ✓ The **lead paragraph** must answer who, what, when, where, and why while immediately hooking the reader.
- ✓ Keep your **body paragraphs** short and easy-to-scan.
- ✓ Include **insightful quotes** that add context or perspective.
- ✓ Use **multimedia** such as images, videos, logos, or infographics to enhance your story.
- ✓ Take advantage of Business Wire's **built-in features**, such as Release Summary, Callout Text, Company Details, a logo linked to your website, and more to boost visibility and engagement.
- ✓ **Optimize for SEO and GEO** by using keywords naturally, including relevant links with descriptive text, and structuring your content to improve visibility for both search engines and AI-driven platforms.
- ✓ Include a **boilerplate** with company information, and provide media contact details.
- ✓ Review your **distribution strategy** with your account manager to ensure your news reaches the most relevant Business Wire circuits.
- ✓ After your press release is distributed, check the NewsTrak Report for **performance insights**.






Lessons Learned

Key takeaways or improvements for next release:

[Business Wire](#), a Berkshire Hathaway company, has been the global leader in press release distribution and regulatory disclosure for over 60 years. Trusted by thousands of organizations worldwide, Business Wire provides innovative solutions to deliver news with accuracy, reach, and impact.

Ensure your story gets heard. If you would like more information on how Business Wire can help your business, please [contact us](#) today:

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