

5 Tips for writing a press release

Concur does not help our advisor partners draft their press releases, however we do ask that any press releases be provided to Concur for final approval before going to market. We estimate that the turnaround time for any review will be approximately one week.

Some good examples of some advisor press releases are as follows:



<http://www.iisgroup.eu/news/2015/02/16/press-release-iis-group-selected-as-concur-platinum-elite-partner/>



<http://www.signum-solutions.co.uk/signum-solutions-appointed-as-concur-advisor-platinum-partner/>

1. Is it newsworthy?

We like to think that our programme is highly interesting and newsworthy. However, when drafting your press release remember to ask yourself why your customers and prospects would care about this partnership. How will you introducing them to Concur enhance their business, help them grow or save them money?

Write a good headline 2.

A good headline is one of the best ways to get a publication's attention. Is it clever, unique and interesting?

3. Write a good top line

The most important aspect of writing a good press release is a good top line. It is a must in order to grab the attention of your readers. This is much like reverse story telling – giving the punchline upfront and then filling in the details. Get as many of the 'five W's' (who, what, where, why and when) in the opening line.

Be Concise

4.

The ideal length is 300 – 400 words. Don't be tempted to include too much background information as this can be done through links in the story. If possible, include statistics and figures.

5. Use quotes to provide insight

Quotes are great to drive a point home or express an opinion, but do not use quotes to provide information that can be written as fact.

**For more
information:**

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