



REALTOR.com® Marketing System Tips for Getting Great PR

A press release is a great tool for gaining increased exposure at a very low cost. Here's how to get the word out in three easy steps:

STEP 1: Identify your targets.

Sending out a press release begins with a plan. Key questions to ask yourself: Which audience do I want to see this? Which news outlets are important to establish a relationship with? Which news outlets – and which sections within those outlets – are most likely to run this news?

And, don't forget to include potential clients! Just because it says "press release" doesn't narrow the scope of the document as a marketing device!

STEP 2: Make a list

Identifying receptive members of the media is not unlike seeking qualified prospects – you have to do a little homework. Make a list of the local newspapers, weeklies, home buying guides, area entertainment guides, and the like. Be observant – browse the local newsstands, curbside newspaper display boxes, and the free publications racks at the supermarket or other stores – these all contain potential outlets for your news. Get the editor's name and phone number as well as the publication's address/fax number/email address off its masthead (this is a list of the staff and usually located within the first few pages into the publication). Do they have a specific Real Estate Editor or local news/people columnist that might be better suited to receive your release than the Editor-in-Chief? Do you have any friends or clients who know people in the news media?

STEP 3: Send and follow-up

Send out your release. Email is the easiest, most cost-effective and generally preferred method. However, fax and regular mail are acceptable. If you send by regular mail – make sure to do so a couple days ahead of the date listed on your press release to ensure the news is "fresh" for the recipient.

Make sure to follow-up with reporters within 24 hours of sending your release. Ask if they received and are going to run your news. If they plan on running the news, find out when, so you can alert clients and friends. If they don't plan on it, ask them why so you can understand the kind of news they seek for your next attempt. Establish a relationship with the reporter. When they get to know you and your areas of expertise, you become a local resource for them and have a better chance of being included in future stories.

And don't forget to mail or email your press releases (and the resulting news clips!) to your prospects. Clip on a note: "Attached is some recent news about how I'm helping home buyers and sellers in our area. Please don't hesitate to contact me to find out more information or if I can assist with any home and real estate needs."

Good luck!