



8 TIPS TO REINVIGORATE A PRESS RELEASE

Check out our 8 tips below and commit to the following ...

<p>1. Understand your target audience Audiences want content that perfectly suits them, so tailor your content specifically for that audience.</p>
<p>2. Do your research Look for keywords that will get your content discovered via SEO.</p>
<p>3. Use an outstanding headline The headline is the first thing your audience will see, so it needs to hook the reader and motivate them to keep reading.</p>
<p>4. Go for an evergreen theme If you're going for longevity, choose a topic that is likely to stay relevant over a long period.</p>
<p>5. Make the most of social media Get your content on the platforms where you've already established your brand.</p>
<p>6. Awaken high-arousal feelings Create content that evokes positive feelings, where possible.</p>
<p>7. Shy away from using slang Ensure your PR is free from jargon/slang and is clear and straightforward.</p>
<p>8. Add an appropriate quote Always include at least one or two quotes that add substance to the PR.</p>

For the full story: [8 TIPS TO REINVIGORATE A PRESS RELEASE](#)