Press Release Follow-up Checklist

Once you've published your press release, it's time to follow up to ensure you get the most out of it. This includes tracking where your press release is published, promoting your published press release across digital channels, tracking your press release performance, and cultivating relationships with key journalists who've published your release.

✅ Track Where Press Releases Are Published

When you use a press release distribution service, tracking where your press releases are published is quite easy. Most distribution services offer a follow-up report of where your press release was published and a link so you can view the published piece. They also often offer other tidbits of information to help you understand how many target audience members are likely to read your press release, including each outlet's average visitor count.

If you submitted your press release manually to individual journalists or influencers, you can also check their sites regularly or simply set up an account with a tool like Mention. These types of web monitoring tools alert you when your brand is mentioned online, meaning you will receive an alert when your business announcement is published.

✅ Promote Your Published Press Release

Once your press release has been published, be sure to promote it on your social media channels. The key is to use your social media promotion to boost your company's credibility. You can do so by going to your distribution service dashboard and looking through which outlets published your press release. Find the one that is most relevant to your audience.

For example, if your audience primarily resides in a particular city, look for a local daily media that published your press release. If you are also in the automotive industry, find a reputable industry-specific publication that has published your press release.

✅ Track Press Release Performance

Once you've published your press release, begin tracking its performance. Different release distribution services have different dashboards and reporting features. For example, PRWeb offers a comprehensive view of your release views, search visibility, engagement, traffic sources, audience locations, click-through traffic, and social media shares to help you learn the impact of your press release and how it contributes to meeting the goals set for it.

Further, consider the tools you used when writing your press release. If you set up a landing page to accompany your press release, for example, view your website analytics tool to

understand how readers behave once they click to your landing page. Or, if you've set up an email drip campaign to nurture readers into buyers, use your email automation software and website analytics to track your campaign performance, like click-through rates and sales.

✔️ Cultivate Relationships With Journalists Who've Shown Interest

Once you've published your press release, continue developing relationships with those journalists you manually sent your press releases to. If they published your press release, you know they were interested in your company news—so now it's time to become a trusted source of news for an ongoing win-win relationship. The goal is for journalists to get the engagement and stories they need and for you to enjoy positive company exposure when needed.

Here are three simple ways to cultivate positive ongoing relationships with journalists:

- **Get to know their work:** Make sure to read their publications regularly to get a deep feel of what stories they cover and what they don't. Learn how they speak to their audiences so you can too.
- **Engage with their content:** Show support of their work by sharing and otherwise positively engaging with their content on social media. This requires following their social media profiles. You can also engage by commenting on their stories.
- **Be a resource:** If you feel you have a contact who may be a great source for a continuing column or story key journalists are covering, become a resource by offering to introduce your contact.