Trade Press PR Check List

- ✓ **Forget the sales pitch, tailor content to an engineering audience**
- ✓ **Link to data sheets, specifications, distributors, order/sample sites**
- ✓ **Color graphics are a must - print and the web aren't black & white anymore**
- ✓ **Don't forget that YouTube® content - link to it**
- ✓ **If you want to limit coverage to the States submit only English language PR**
- ✓ **If you aim for coverage in Germany you must submit in German**
- ✓ **If you aim for coverage in Japan you must submit in Japanese**
- ✓ **Avoid text only PR at all costs - rich media is the gold standard**
- ✓ **Local Language content is <u>mandatory</u> for coverage in global markets**
- ✓ **Good photos beat great drawings today, tomorrow, any day**
- ✓ **Quote your higher authority and put his/her photo in the PR**
- ✓ **Targeted distribution is critical for reaching trade press editors**
- ✓ **If you aim for coverage in <u>(any country)</u> you must submit in <u>(local language)</u>**
- ✓ **Remember RSS still rules – syndicate, syndicate, syndicate**
- ✓ **Be concise - someone is going tell your story in 140 characters**
- ✓ **Get mobile friendly - half of the audience holds you in one hand**