

Tips for Sending a Great Press Release from IQ



Create a new template to match your Outlook email signature or have a new template created specifically for press releases. Your IQ contract includes unlimited templates.

1.



Set your outreach to send from your house email address to direct replies to your Outlook, or route them into IQ.

2.

Import and tag your press list in IQ (for no additional cost).

3.



Use IQ's integrated analytics to see who is opening your press releases and what they're clicking on.

4.



Optimize your press release performance with A/B testing.

5.



Keep your press contacts up to date with integrated email rules.

6.



Add as many contacts to your press release as you like -- there are no limits!

7.



Tag contacts with local, regional, or national tags as well as communication types such as tv, radio, print, etc.

8.



Schedule your press release in advance for a specific time and date.

9.



Prioritize delivery to designated individuals in your audience.

10.



Rest assured knowing IQ's press release templates are mobile optimized.

11.

