



Core Business Process:

External Communication (Press Releases, Newsletters)

Objective: To effectively manage and disseminate external communications, such as press releases and newsletters, to inform stakeholders, enhance brand visibility, and maintain a consistent corporate image.

Step 1: Strategy Development

1. **Define Objectives:**
 - Identify the purpose of the communication (e.g., announcing a product launch, sharing company news, or providing industry insights).
 2. **Identify Target Audience:**
 - Segment the audience into groups such as media outlets, customers, investors, or industry professionals.
 3. **Select Communication Channels:**
 - Choose appropriate channels (e.g., email newsletters, online media platforms, traditional press).
 4. **Create a Content Calendar:**
 - Plan the frequency and timing of communications to align with company initiatives and stakeholder needs.
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Step 2: Content Development

1. **Craft Clear Messaging:**
 - Use concise and engaging language tailored to the audience.
 - Align messaging with the company's tone and voice.
2. **Structure the Content:**
 - **Press Releases:**
 - **Headline:** Capture attention and summarize the announcement.
 - **Subheading:** Provide additional context.
 - **Body:** Include key details, quotes, and relevant data.
 - **Contact Information:** Add media contact details for follow-up.
 - **Newsletters:**
 - **Header:** Highlight the main theme or topic.

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- Sections: Organize content into digestible sections (e.g., company updates, featured articles, upcoming events).
 - Call-to-Action (CTA): Encourage readers to take specific actions (e.g., “Learn More,” “Register Here”).
3. **Incorporate Visuals:**
 - Use images, videos, or infographics to enhance engagement.
 4. **Ensure Accuracy:**
 - Fact-check all information and ensure data is up-to-date.
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Step 3: Review and Approval

1. **Internal Review:**
 - Share drafts with relevant departments (e.g., marketing, legal, executive leadership) for feedback.
 2. **Incorporate Revisions:**
 - Address feedback and finalize the content.
 3. **Obtain Approval:**
 - Secure sign-off from key stakeholders before distribution.
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Step 4: Distribution

1. **Select Distribution Tools:**
 - Use press release distribution services (e.g., PR Newswire, Business Wire) or direct media outreach.
 - Leverage email marketing platforms (e.g., Mailchimp, Constant Contact) for newsletters.
 2. **Customize Distribution Lists:**
 - Ensure recipient lists are segmented and up-to-date.
 3. **Publish on Owned Channels:**
 - Share the communication on the company’s website, blog, and social media platforms.
 4. **Send Communication:**
 - Schedule releases and newsletters for optimal timing based on audience behavior.
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Step 5: Monitoring and Follow-Up

1. **Track Performance Metrics:**
 - **Press Releases:** Monitor media pickups, impressions, and backlinks.
 - **Newsletters:** Track open rates, click-through rates (CTR), and conversions.
 2. **Engage with Recipients:**
 - Respond to media inquiries or stakeholder feedback promptly.
 3. **Archive Communications:**
 - Maintain a record of all distributed communications for reference and compliance.
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Step 6: Continuous Improvement

1. **Analyze Results:**
 - Evaluate the effectiveness of communication based on performance data.
 2. **Gather Feedback:**
 - Solicit input from recipients to improve future communications.
 3. **Refine Processes:**
 - Adjust content strategies, distribution methods, or targeting based on insights.
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Conclusion: A structured external communication process ensures that press releases and newsletters effectively engage audiences, promote the organization's goals, and uphold its reputation. Continuous analysis and refinement support the ongoing success of these communications.