

How To Create a Press Kit in 9 Steps (Plus What To Include)

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If you're promoting a company launch, a new product or service or an event, you should consider creating a press kit for the media. By offering a press kit, you make it easy for journalists to get access to critical information along with high-quality photos and videos that are representative of your brand. Understanding the steps you need to take to create a press kit can help you do so more easily.

In this article, we discuss what a press kit is, why it's important and the nine steps you should take when creating one.

What is a press kit?

A press kit, otherwise referred to as a media kit, is a package of promotional materials about an individual or organization that's given to media sources. The press kit generally includes documents, images and other types of promotional information. Press kits are often used for new company launches, product launches, mergers, news conferences,

Why a press kit is important?

A press kit makes it easy for media sources to access accurate information, images and videos about your company. It also allows your company to have greater control over the materials that the media uses to represent your brand, ensuring any facts and statistics that the media uses are accurate and that the images are of high quality.

What should a press kit include?

There are several important pieces to include in a press kit, such as:

Story: You should include the story about how your company came to be. You may want to include the problem that led you to create your solution or whether there was a specific mission in mind when the company was founded.

Facts and statistics: It's important to include facts and statistics that the media can refer to when publishing stories on you. Some facts you may want to include are the number of customers you serve, the number of years you have been in business and where your products are manufactured.

High-resolution images and videos: You should also include high-quality images and videos that the media can download and use. You may also want to include a high-quality version of your logo. Providing high-resolution images allows you to have greater control over your brand image and the way your business is perceived.

How to create a press kit

Here are the steps you should take to create an effective press kit for yourself or your company:

1. Determine the purpose of the press kit

It's important to start the process of creating a press kit by understanding how you want to use it, as this will determine the type of images and information you include. Most companies use a press kit for one of the following reasons:

Introducing a new product or service: If you're introducing a new product or service, then your press kit likely will focus on not only company information, but also on product details and features.

Introducing new business: If you're launching a new business, then your press kit should include information about the company, what you offer and the story behind why you launched the business.

Promoting an event: If you're trying to promote an event, then a press kit is beneficial since it provides all of the important information that local news outlets will need.

2. Include contact information

The next step is to decide who will be the primary contact within the press kit if someone in the media has questions or wants more information about the event, product, service or company as a whole. You should include the name of the primary contact, their email address, phone number, location and company website.

3. Create your business story

The next step you should take is to create your business story, where you describe the history of the business, the mission it was founded upon and the event, product or service that it promotes. This part of the press kit is typically referred to as a company overview. Your business story should be between 50 and 100 words long and be tailored to the purpose of the press kit.

4. Compile company facts

After writing your story, the next step you should take is to create a list of five to 10 facts about your company, event, product or service. They should be relevant to the purpose of your press kit and make it easy for the media to create compelling content. Some information you may want to provide in the fact sheet includes:

Date the business was founded	Type of products
Location of company headquarters	Interesting facts about your product or service
Number of employees	General info about the event, product or service
Number of customers	Media mentions
Notable customers	Number of stores
Annual revenue bracket	Historical milestones

5. Gather photos

Next, you should gather high-quality images of your products, past events, employees or your locations. You can use smaller images throughout your press kit to add visual appeal and make it more informative. Mention whether the photos are available for publication by the press and include links to downloadable, high-resolution images.

6. Provide logos

To ensure the logos that are published with stories about your brand are high-quality, it's best to always provide high-resolution logos and marketing information that journalists can use. To ensure they're used in a way that remains in alignment with your brand, it's generally a good idea to provide branding guidelines for how and where journalists can use them.

7. Create team bios

If you have a large team, you should include brief bios and headshots for each person. At a minimum, the press kit should contain headshots and bios for the CEO and founder. However, if there are multiple C-suite executives and senior-level employees, you may want to include their bios and photos and the press kit as well. If you're promoting an event, then your press kit should have the bios and headshots for the key employees who are responsible for the event.

8. Link to other press releases

Depending on the purpose of your press kit, you may want to include links to past, relevant press releases. Organize the list of press releases chronologically to emphasize different milestones in your company history. Be sure to also include links to media mentions from outside news sources, as this information reflects positively on your brand.

9. Consider adding additional information

Because you are creating the press kit for a specific purpose, there are other types of information that can enhance your press kit and add additional value and credibility. Some things you may want to consider adding include:

Customer testimonials: Testimonials can be a powerful addition to press kits, as they show the impact that your product, service or event had on the lives of others. If possible, include names and photos with the written testimonial.

Awards: If your business has achieved awards or special recognitions, then you should include a list of these, along with a general description, within your press kit.

Interviews: You may want to consider including links to interviews in the section with media mentions. Including audio, video or print interviews can add valuable information for journalists who are seeking information about your company, product or service.

Social media accounts: If you're active on social media, you should include links to all of your company's social media sites within your press kit or on the webpage where journalists can go to download your press kit.

Advertising materials: Depending on the purpose of your press kit, you might want to include links to electronic versions of your advertising collateral, such as your company newsletter, landing pages, fliers or other marketing materials.

Product samples: You may want to consider looking for ways to allow people to sample your product, although this is more easily accomplished if you're sending physical press kits to journalists or other media sources. If you are distributing your press kit digitally, as most companies choose to do, you could use videos and high-resolution photos to help journalists get a better feel for what you're offering. If you have a digital product and want to give media sources temporary access, you could give them the option to request a guest login.

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