

INTERNATIONAL PR

A guide for getting your story
published in international media





WHAT'S IN THIS GUIDEBOOK?

- Kickstart your international PR - What? Why? When? Where? Who?
- Learn key differences between international and domestic PR
- How to identify relevant journalists and start building relationships with foreign media
- Practical materials you need to get started:
 - Media lists template
 - Pitching template
 - International press release template
- Glossary of essential PR terms and definitions
- Pro tips for international PR success

WELCOME TO YOUR ONE-STOP INTRODUCTORY CRASH COURSE IN INTERNATIONAL PR

Is your company looking to expand its reach beyond your local domestic market and start building brand awareness on a **global scale**? Then you need international PR. Taking your first steps into PR on the world stage may seem daunting. You may think, “**Where do I start?**” But help is at hand!

Fortunately, you don’t need to be an expert to make international PR work for you. A little inside knowledge and a carefully crafted plan of execution can go a long way. Our **international PR guidebook** gives you everything you need to start making those all-important first steps to global visibility.

Inside you’ll find essential knowledge, practical materials you can start using today, and tips and tricks for success from **San Francisco Agency’s** team of seasoned international Comms & PR pros.



WHAT IS INTERNATIONAL PR?

International PR is the process of creating and executing PR campaigns that are tailored to specific countries and cultures to raise the profile of your business globally. Done effectively, international PR will ensure the right people in your global target markets know, and talk about your business.

Similar principles to local PR apply, but there are also many key differences to be aware of. Going global with your messages involves understanding your target audience, cultural nuances, and the media landscape in different countries. When executing international PR, it's essential to develop a strategy that considers these cultural differences, language barriers, and local customs.

International PR may involve creating localized messaging, partnering with local influencers or media outlets, and adapting campaigns for local platforms.

Your international PR strategy defines every way in which your company positions itself on the global stage to communicate with stakeholders including, your current and prospective customers, journalists, influencers, and anyone else who's important to your organization.



WHY DOES INTERNATIONAL PR MATTER?

International PR is an essential part of your business strategy when your company is expanding to new markets around the world.

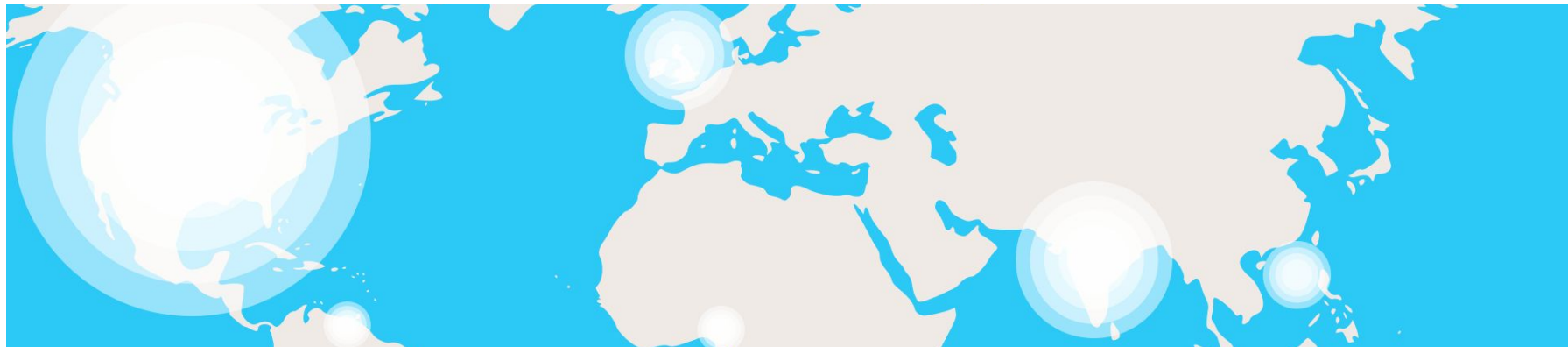
Effective international PR connects your business with audiences in different countries and cultures, and makes these people care about your business' purpose. It can help build brand awareness, increase sales, and establish a positive reputation in foreign markets.

In today's globalized world, it's essential for communications professionals to understand how to create and execute effective international PR campaigns.

Our international PR guide is an effective roadmap to get you started on that journey.



WHEN AND WHERE TO USE INTERNATIONAL PR?



WHEN

The decision to start scaling your PR efforts is influenced by your business objectives, strategy, and your capacity to expand. Once you've taken that decision to go global, international PR can be used in a variety of situations, such as launching a product or service in a new market, responding to a crisis or reputation issue in a foreign country, or building brand awareness in a specific region.

It's important to consider the timing of the campaign and any cultural or religious holidays or events that may impact the messaging or execution.

WHERE

Your international PR efforts should focus on the countries and regions relevant to the growth of your business. An effective international PR plan will also consider factors such as the size of the market, the potential for growth, and the level of competition.

It's vital to understand the cultural and linguistic differences and tailor messaging and tactics accordingly.

WHO SHOULD BE INVOLVED IN INTERNATIONAL PR?

Your international PR team should aim to include individuals who are knowledgeable about the target culture, language, and media landscape. If this isn't knowledge you have in-house, you could consider partnering with local agencies or consultants who guide you with the relevant expertise and support.

When partnering with external agencies, it's important to find an agency that not only has the right expertise, but one that also shares your values and makes your workflow as smooth as possible.



DIFFERENCES BETWEEN INTERNATIONAL AND DOMESTIC PR

Having a killer PR plan for your domestic activities is great. But this won't cut it when you go global. While there are many similarities between domestic and international PR, there are also many key differences, and pitfalls you need to avoid in order to cultivate a credible and favorable image away from home soil. Here are five key considerations to keep in mind:

- **Cultural differences:** One of the biggest differences between domestic and international PR is the need to understand and adapt to different cultural norms and values that may be entirely unfamiliar. Tact and diplomacy can go a long way; what's ok to say in your own culture may be frowned upon in another, potentially leading to poor public perception. In international PR, you need to be highly aware of sensitive topics and how to talk about them correctly, respecting the local customs and cultures.
- **Legal and regulatory implications:** International PR means you may need to understand and comply with different legal and regulatory frameworks. This includes considerations like data protection laws, advertising standards, and intellectual property laws, which can vary significantly between different countries.
- **Language barriers:** Language can be a significant barrier in international PR. To optimally foster emotional and credibility-building relationships with both the media and its audiences, it's essential to communicate effectively in the local language(s!). Ideally, your messages should be both translated and localized as much as possible. This should be done by a skilled professional with knowledge of your industry, and subject matter, as well as the right cultural insights.
- **Media landscape:** The media landscape can also differ significantly between different countries. In some countries, the media may be heavily regulated or state-controlled, while in others it may be more liberal, independent and diverse. This can affect how PR campaigns are planned and executed, as well as the topics and tone your messages need to be crafted with for international consumption.
- **Stakeholder engagement:** Engaging with stakeholders can also be different in international PR. For example, in some cultures, face-to-face meetings and personal relationships are valued more highly than in others. It's important to understand these cultural differences and adapt your team's engagement strategies accordingly.

EXAMPLES OF ENGLISH-SPEAKING TECH & BUSINESS MEDIA

FASTCOMPANY

FORTUNE

Forbes

techcrunch

Bloomberg

NEW YORK POST

The New York Times

VentureBeat

WIRED

The Telegraph

The Guardian

CNN

CNBC

TECHCRUNCH

REUTERS

HOW TO IDENTIFY RELEVANT JOURNALISTS AND START BUILDING RELATIONSHIPS WITH FOREIGN MEDIA

Reaching out to media beyond your domestic inner circle can be challenging and puts many companies out of their comfort zone. To get known globally, you'll need to cultivate relationships beyond your personal network and build trust with people who don't know anything about you or your business. Tough crowd? Fortunately, it's less about who you know than you might think. Here are some tips to help you start identifying and reaching the right people to pave the way to global coverage.

- **Determine your target audience:** Before you start searching for international media outlets and influencers, you need to define your target audience. Begin by considering the key stakeholders you want to reach, and what media they are influenced by.
- **Research international media outlets:** Look for media outlets and influencers that cater to your target audience. Use search engines, social media, and media directories to find these outlets. Also seek out where your competitors are picking up coverage.
- **Create a media list:** Keep an organized list of international media outlets and influencers you want to target. Include their contact information, such as email addresses or social media handles. Organize your list based on priority, focusing on the outlets and influencers that are most likely to be interested in your message, and pre-pitch to the most important 20-30 contacts. Use the remaining contacts for your wider send-out.
- **Craft a pitch:** Building media relationships begins with pitching. Develop a compelling pitch that outlines your story, why it's newsworthy, and how it aligns with the interests of the journalists and media outlets you are targeting. Personalize your pitch to each outlet or contact, highlighting why their audience should be interested in your story by focusing on the benefits and impacts you make, rather than your product and its features.
- **Reach out:** Use the contact information on your media list to start making contact! Use email, social media, and even phone calls where appropriate. Be polite and professional in your outreach. Showing that you understand the needs and challenges of journalists will help you build trust and develop all-important relationships.
- **Build relationships:** Once you have connected with international media outlets and influencers, focus on building relationships with them. Engage with their content, share their posts, and provide valuable insights or comments. Offer to collaborate on content or events, and look for ways to support their work. Building strong relationships takes time and effort, but being honest, authentic, and consistent will help you develop the right kind of relationships to pave the way to high-quality international coverage.

**BUILDING LASTING
RELATIONSHIPS WITH
JOURNALISTS IS THE
KEY TO SUCCESSFUL
INTERNATIONAL PR**



PR TERMINOLOGY FOR BEGINNERS

Here are a few common international PR terms and definitions to help you speak the language of the modern PR pro:

BYLINE

The name printed below the title of an article. The byline gives credit to the author and often includes the date the article was published.

EMBARGO

An embargo date is the date and time your news will go public. Setting an embargo allows you to send your story to journalists before the publishing date to give them an advanced look at the upcoming news. The embargo requests that the news will not be published until this certain date and time.

PITCHING

A personalized story idea sent under embargo to an editor or journalist, or media outlet to gauge their interest in the press release. It can be an email, phone call, or face-to-face chat. The goal of a pitch is to scope potential coverage opportunities and determine if your media contact is interested in creating a story around the content.

EARNED MEDIA

Media coverage that is generated due to relationship building, story pitching, and media relations, as opposed to paid advertising.

EXCLUSIVITY

Giving the right to just one journalist/outlet to cover the story before everyone else. This means, however, that no wider pitching can take place because that would break the exclusivity agreement.

PRESS RELEASE

A tool used to announce your newsworthy story in the most objective way possible. The purpose of a press release is to deliver the relevant information concisely in order to generate coverage that gets noticed by your target audience.

BOILERPLATE

Commonly used at the end of a press release, your boilerplate forms a brief and concise 'about us' statement. The text describes what your company does, and contains credibility points such as awards, customer names, important figures, and any useful background information for journalists.

EDITORIAL CALENDAR

A predefined schedule of topics media outlets will cover during a specified month or year time. This can give you a starting point for knowing when to reach out to an editor about a story.

MEDIA HIT

One of the desirable outcomes of your PR efforts! A media hit is any piece of content about your business that is shared by a media outlet to their audience. Examples of media hits include articles in print media or online print media, a newswire story, a blog post written by an outside publication, a mention in a television broadcast, a podcast interview, or a social media post.

SEND-OUT

A send-out is another term for press release distribution, where your press release is sent to a wider list of media. The send-out usually takes place at the time of the embargo.

PRO TIPS FOR INTERNATIONAL PR

PITCH TO PRIORITY

Pitch your story to a select list of the most important journalists, well before the date your news will go public. Remember to give journalists enough time to craft their articles (two weeks should be optimal). Send out a reminder email a day before the embargo ends as a heads-up. Don't forget to take different time zones into consideration when publishing your news.

DON'T FORGET TO FOLLOW UP

Journalists are busy. Often incredibly busy. If you don't hear back from a pitch you think is a great fit, be sure to follow up (best practice is after three days) and offer a friendly reminder. If you've selected your priority contacts carefully, there's a good chance some journalists intended to reply but didn't find the time. Or perhaps they missed your story, and will be genuinely grateful for your follow up connecting them to an interesting topic!

TAKE TIME ZONES INTO CONSIDERATION

While half the world is awake, the other half sleeps. To give your international PR campaign optimal traction, you want your pitches and send-outs to hit your contacts' inboxes during office hours, wherever they are in the world. Bonus tip - Avoid send-outs on Mondays and Fridays, as these have been shown to generate the fewest responses.



TIME ZONES ARE SOMETIMES TRICKY - SO KEEP IT SIMPLE FOR JOURNALISTS. SEND YOUR PITCHES AND PRESS RELEASE DURING THEIR WORKING HOURS

Best practices show that the optimal results are achieved by focusing on pitching your story to a handful of carefully selected journalists (20-30 contacts) before lifting the embargo and making a wider press release send-out.

This handy media list template will help you keep your important international media contacts organized in one place, allowing you to keep track of who you've reached out to.

[GET THE FULL MEDIA LIST
TEMPLATE HERE >>](#)

[illegible]



PITCHING TEMPLATE:

This is a general draft email you can use for pitching. Personalize the content in brackets to fit your needs.

Personalized pitches generate better results because they show that you have taken the time to understand the journalist's field and the scope of the outlets and audiences they write for. This personalization will help you develop trust and foster stronger media relationships.

[GET THE FULL PITCHING
TEMPLATE HERE >>](#)

Dear [Firstname],

After reading your most recent work on [subject] I thought I would reach out to let you know about an upcoming announcement from [Company Name] I believe would be of interest to you.

[Statement of the core announcement]

[Statement of why the journalist might be interested]

[Key facts, links, and information]

If you're interested, I would be happy to share the embargoed release for your review. **The embargo date for the announcement is [XX Month, 2023 at Time & Time zone].**

I can also coordinate an interview with [Name, Title], who can discuss the subject in further detail.

Thank you for your time in considering this topic.

All the best,

[Your name]

[Your contact information]

[Company boilerplate]



PRESS RELEASE TEMPLATE:

The humble press release is still one of the most effective ways for you to reach out to international media and tell your story.

If you're new to writing press releases, it might feel daunting. Our tried and trusted press release template will help you get your news noticed and present your story in an attractive and international journalist-friendly format.

[GET THE FULL PRESS RELEASE
TEMPLATE HERE >>](#)

**** Under embargo until {{embargoDate}} ****

Title goes here - include keywords and clearly explain newsworthy aspect of story

The subheader adds context and credibility

CITY, Finland (January 1st, 2021) [The client company name](#) should be linked and should appear in the first sentence, which should also include the newsworthy announcement or lead. The second and third sentences should be clear, simple, and provide context in terms of what this announcement means for the market, industry and consumers. [You can link to high quality, relevant online sources](#), but don't overdo it.

The second paragraph is a good place for a quote from a relevant employee from the client company. Follow the **Employee Name**, Position format when introducing new speakers. Always start quotes in a new paragraph.

"Quotes should be italicised and should explain the significance of the announcement, who it will effect, and why this is important," said Employee Name. You can split quotes with additional context if needed. "When the quote picks up, finish by following this attribution format," continued Employee Surname.

Paragraph 3 is a great place for client testimonials and quotes that support the story. Be sure to start a new paragraph and to give sufficient background information before diving into quotes from more than one source.

Pro tip: Your media lists should evolve over time and be crafted around the content of each announcement and its target audiences. Many contacts may be relevant to all of your press releases, but always fine tune your list and search for new relevant contacts each time.

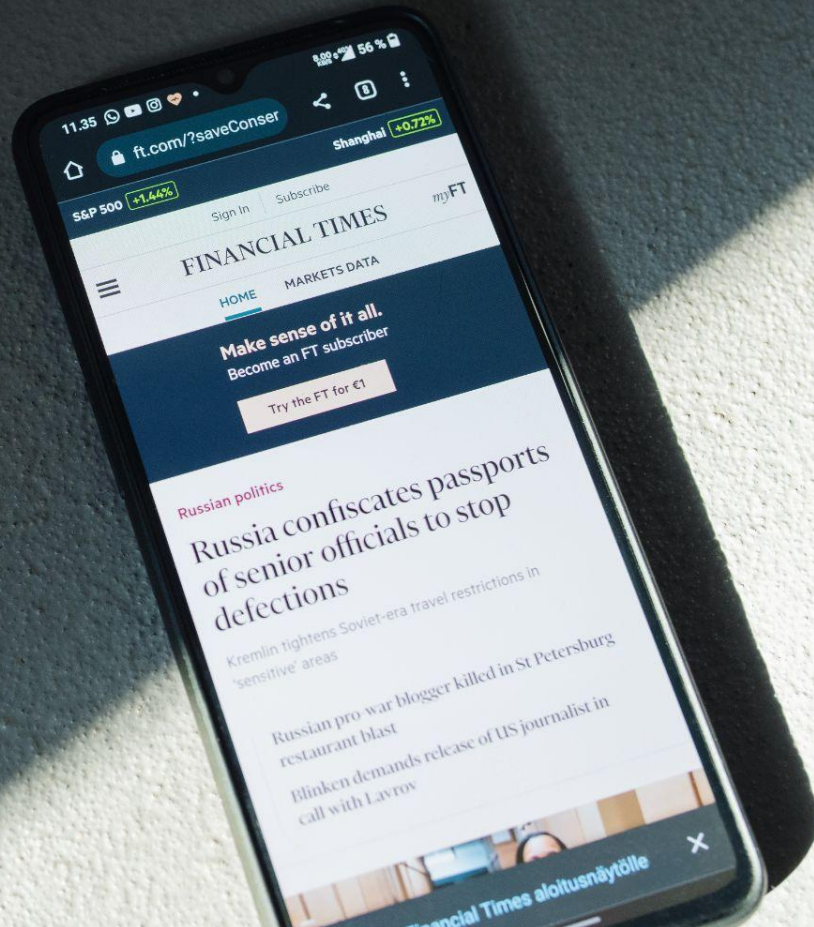
Pro tip: Start pitching a minimum of 2 weeks before you plan to announce your news. This way the contacts you pitch to will have enough time to consider the story, and you'll also have time to follow up to offer a reminder to anyone that may have missed the pitch first time around.

Pro tip: Remember to consider international and cultural customs when addressing your contacts. This can be particularly important the first time you reach out to someone you are not acquainted with, and help you make the right impression from the start. Some cultures may expect a more formal tone of voice, whereas others may appreciate a more casual style of communication.

Pro tip: Most journalists respect embargo dates, especially if you have chosen your pitching contacts carefully to ensure their credibility. But to sure, always bring attention to the embargo date in your pitch. This can also create a sense of urgency that may help prompt a timely response. Avoid uncertainty regarding internationally used date formats by writing the month in words.

Pro tip: A killer pitch is nothing without a killer subject line. If your contact is not intrigued to open your mail, your effort will count for nothing. Consider personalizing the subject line to appeal to each contact, but also ensure you're upfront and descriptive of your pitch's content, concisely summarizing the hook of your mail.

Pro tip: Quality beats quantity - even when you do make a mass send-out to a larger list of contacts, you should still always pay careful attention to only target media the news is relevant to. Sending press releases that are in no way relevant to the journalist or outlet in question is a guaranteed way to damage your reputation and become a big red flag to journalists you may one day have something interesting to offer.



SAN FRANCISCO

Summary

Overall, international PR can be tricky, but done correctly, it is a highly rewarding component of your communications strategy. By understanding the cultural nuances, media landscape, and target audiences, you and your communications team can create effective campaigns that help your businesses succeed in global markets.



WANT SOME HELP?

Contact us at San Francisco Agency
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