

6 Rules for an Effective Foreign Language Press Release

Most companies know the value of press releases, and send them out every time they have a newsworthy event to promote. Press releases are a great way to get some coverage from media outlets, and, unlike digital or print advertising, you don't have to pay for them. They're also a great way to break into new markets, especially foreign language ones.

Here are 6 rules for success in sending press releases to foreign language media outlets:

#01

MAKE SURE IT IS WELL-WRITTEN.



This is paramount, no matter what language you're using. The press release should be written in a newsy style – crisp, factual, with a quote or two from a spokesperson to spice it up. Avoid awkward phrases and misspelled words.

#02

FOLLOW THE STANDARD PRESS RELEASE FORMAT.



Use the third person, and an inverted pyramid style (the most important information and quotes belong at the top). Always give dates, locations, and times in the beginning of the release. In the final paragraph, summarize the release, and at the bottom include the information (name, phone number and email address) of the contact person.

#03

ALLOW FOR WORD EXPANSION.



Spanish, Portuguese, French, and Italian, for example, need about 20% more words than English to say the same thing. Plan for your press release to be longer in these languages.

#04

MAKE SURE IT IS TRANSLATED APPROPRIATELY.



This is also very important. If you send a press release that is poorly translated, then the media outlet has to edit it, and not too many editors these days have the time to rewrite press releases. A clumsy, press release will probably be thrown in the wastebasket. Also, avoid translations that are specific to one region or dialect, because they may not apply to a broader audience.

#05

MAKE IT NEWSWORTHY.



The goal of a press release is to get publicity for your company. You have a better chance of achieving this if you can link the release to something that is important to the community you're trying to reach. Maybe you can make it coincide with a national festival or holiday for the ethnic group you're targeting. This is something that a good translation company can help you with.

#06

TAP INTO THE TRANSLATOR'S EXPERTISE, AND ALLOW THEM TO GO BEYOND FOREIGN WORDS ON THE PAGE.



Let them know how creative you want them to be. They are communication bridges, and their knowledge about the culture you're communicating with is very valuable to help you trans-create your ads, adapt your releases and tweak your message.

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