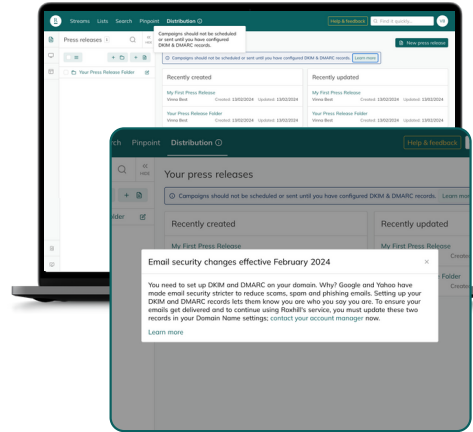# How to distribute your press releases... Create and send compelling press releases that will engage your audience.

IMPORTANT:
Email security changes effective from February 2024

To distribute your press releases, you must have DKIM and DMARC records setup on your domain.

Why? Google and Yahoo have made email security stricter to reduce scams, spam and phishing emails.

To ensure your emails get delivered and to continue using Roxhill's service, you must update these two records in your Domain Name settings; contact your account manager now.

Go to the **'Distribution'** tab

The distribution centre is divided into three parts:

- **Press Releases,** where you can create and organise your press releases.
- **Campaigns,** where you can create and organise your campaigns.
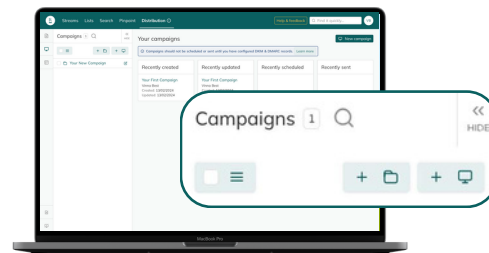- **Blocks,** where you can create and customise email templates.
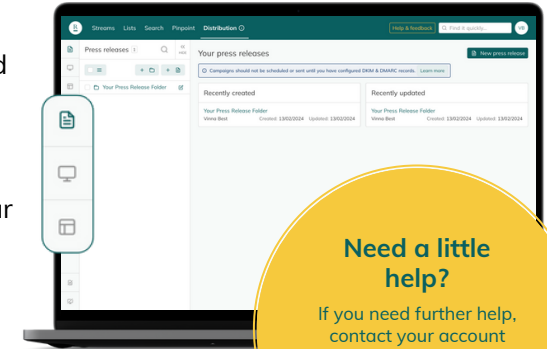
Need a little help?

If you need further help, contact your account manager via **Help & feedback** and they'll get back to you as soon as possible.
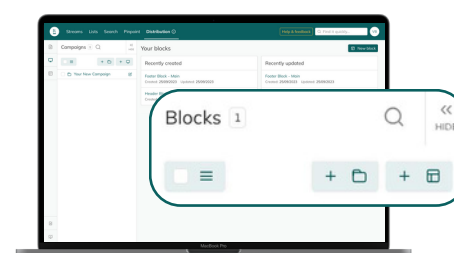
Press Releases

- All the features and functions you need to build your press release email.

Campaigns

- Target specific press lists that you've perviously created, or add your own recipients.

Blocks (Optional)

- Blocks will help you set up custom headers and footers for your press releases.
- You can use these previously-set-up blocks in every press release you create.

Use Blocks tool to format your emails

TOP TIPS

Set up email headers and footers as blocks for quick and easy customisation of your press releases and emails. Use Blocks in the Body of your press release to create standardised copy templates that you can fill in and edit.

Note: *You can only display one block per section.*

Press Releases
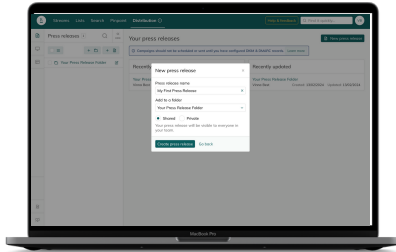
- Go to the Distribution tab.
- Click [📄 New press release]
- Enter the name of your new press release.
- Click [Create press release]

*Note: A preview of your email will appear on the right-hand side.*

- Enter your email subject - this email subject line will appear in your recipient's inbox.
- **Optional:** Create a new email header (company logo, etc) or select a customised header from the drop-down menu.
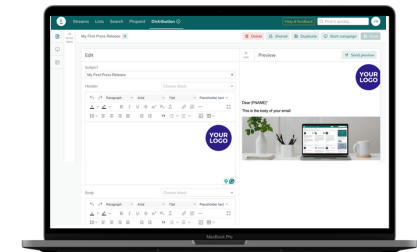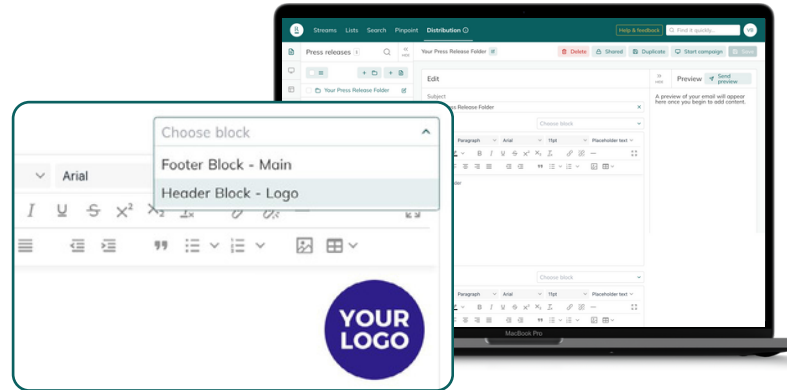
- To enter the body of your press release, type in or copy and paste your desired text.

*Note: You can copy and paste from a Word or PDF document.*

Adding media to your press release
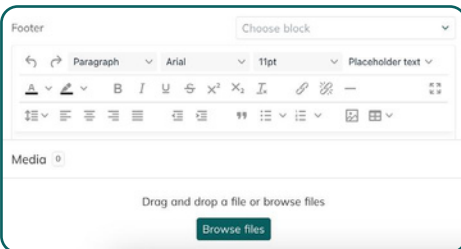
- Select the [Browse files] option in the media tray.
- Choose the file.
- Your selected file will appear in the media tray.
- You can choose to insert an

Adding an image

- Click the image button 🖼️
- Position your cursor in the desired location and click.
- Resize your image by dragging the corners your mouse.
- You can change the alignment of your image with the alignment tools:
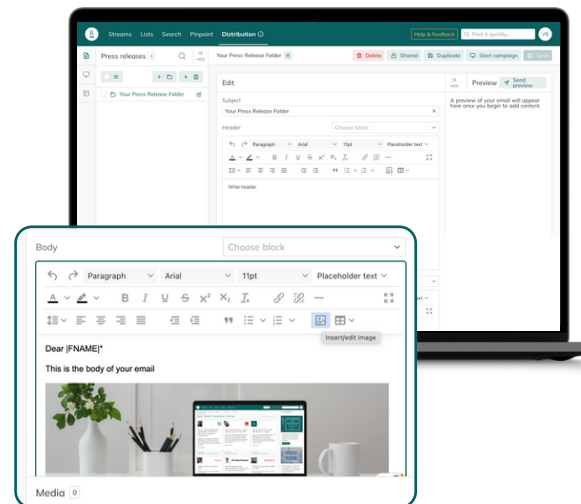
Document or image link
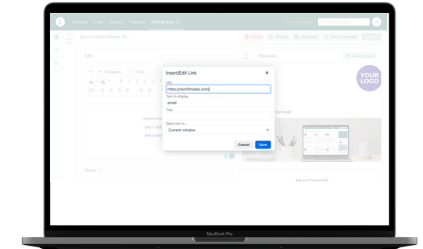
- Click the [Copy image] or [Copy link] buttons in your media tray
- Select the text you want to link, click the hyperlink 🔗 button and paste the copied link.
- Choose whether you want the link to open in the current window, or in a new window.

Image via an external link

- Find your image online
- Right-click the image and select "Copy image address"
- Place your cursor where you want the image
- Click insert/edit image
- Paste the image address into the "Source" field
- Select 'Ok'
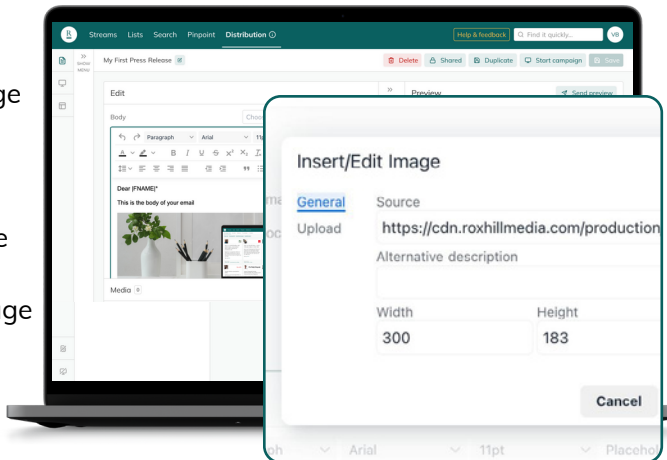
Note: To resize your image drag the arrow left or right with your mouse.


How to insert an external link

- Highlight the text you wish to hyperlink.
- Click the hyperlink button 🔗
- Enter your link into the URL section within the text box.
- Edit the text and title if required.
- Click **Save**
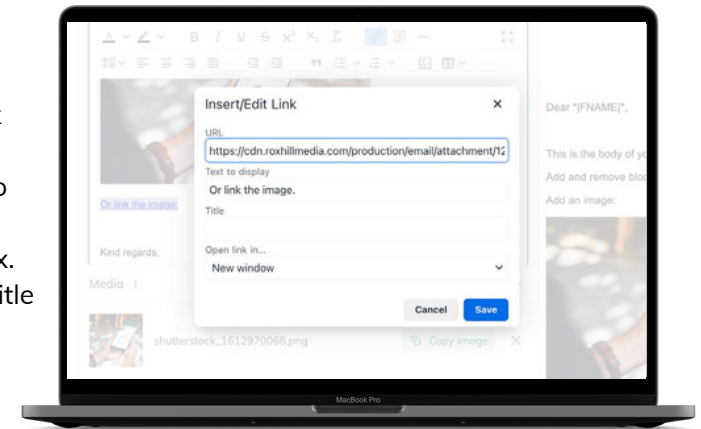
Custom Messages

- Press releases can be personalised using syntax, which will be replaced with any text specified in the Campaigns section.
- Insert ***|CUSTOMMESS|*** in the body of your email to insert each contact's personalised message.
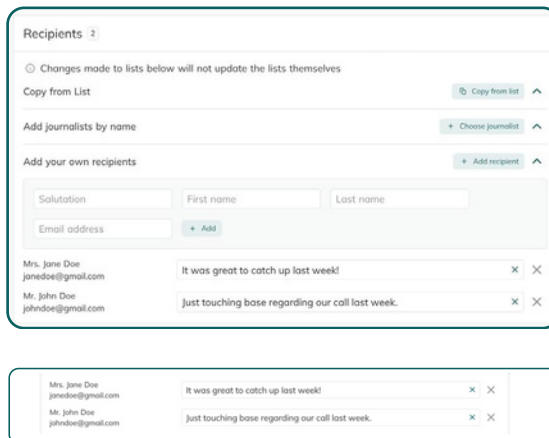

Syntax Options

To set this up, simply copy and paste the relevant syntax into the copy of the press release, or choose a syntax from the "Placeholder text" drop- down menu.

These fields will automatically populate according to the information available once you set up your campaign.

First name:.................................. ***|FNAME|***
Last name:.............................. ....***|LNAME|***
Salutation:......................... ***|SALUTATION|***
Custom message:.............***|CUSTOMMESS|***
Recipient email address:...............***|EMAIL|***

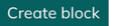Date:.................................. ***|DATE:d/m/y|***
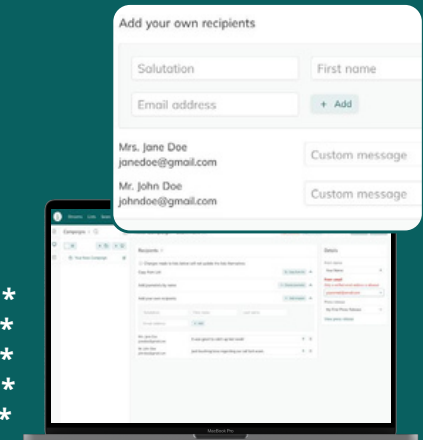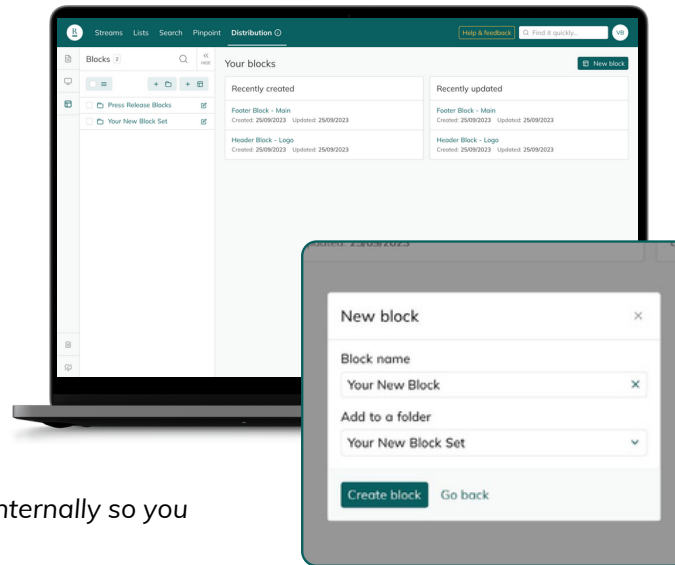
Blocks

Creating new blocks

Blocks are an easy way to set up simple email headers and footers, allowing customisation of your email templates with ease. This is entirely optional.
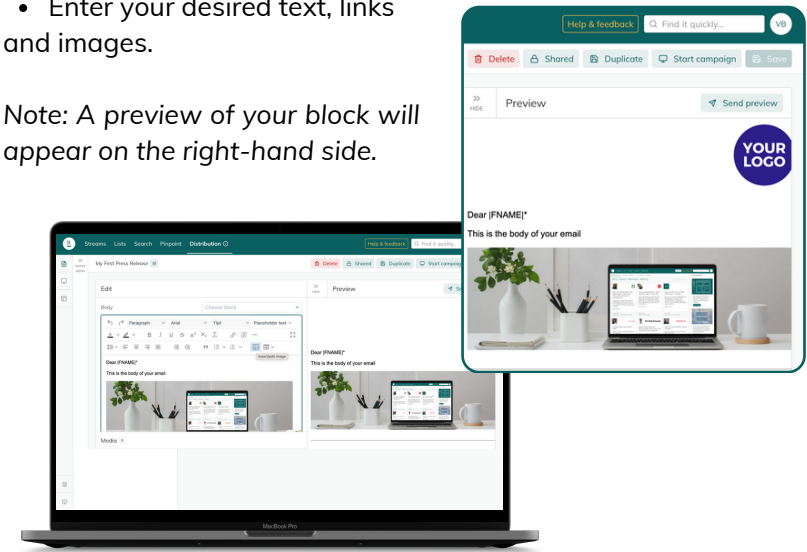
To create a new email header or footer:

- Select the button: New block
- Enter the name of your block.
- Click Create block

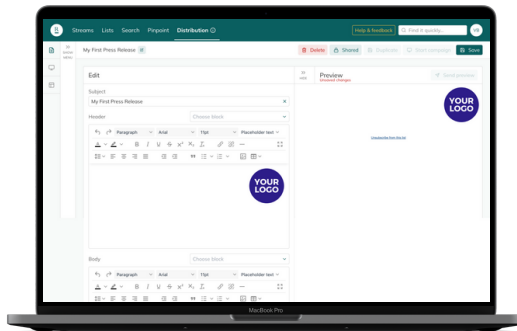*Note: This name will only be seen internally so you can find it later.*

- Enter your desired text, links and images.

Note: A preview of your block will appear on the right-hand side.

Adding a logo/image to your block

- To move your image, highlight it and drag the cursor to left or right.
- Adjust the alignment of your logo or image with the alignment tools:
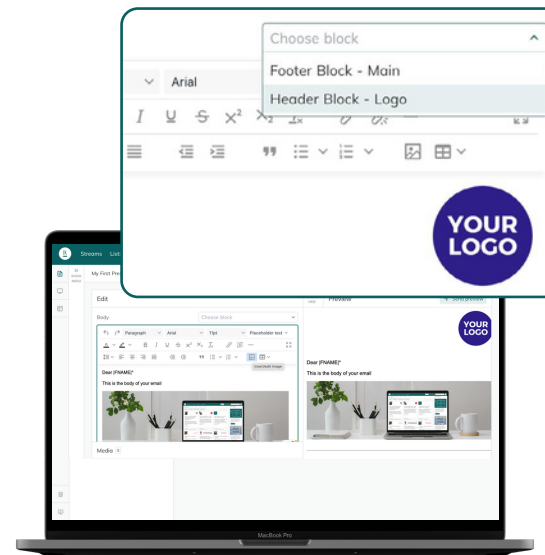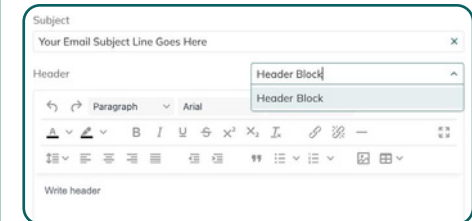- Create multiple header and footer blocks to suit each client or type of email.

- Select the image icon
- Choose an image file.
- The file will appear.
- You can click and drag the corner to adjust the size of the image.

Adding a block to your press release

- Once you've created a new press release, click the 'Choose block' menu in the Header and Footer boxes.
- This will bring up a drop-down list of all the blocks you've created.
- Select the one you want.

Campaign

How to to preview press release

- If you have your desired press release open, click the ⬚ Start campaign button.
- Alternatively, select the Campaigns tab.
- Enter the name of your new campaign.
- Click ⬚ New campaign

View press release in an overlay

- Click on Preview press release
- When clicking, the press release will be displayed in an overlay within the campaign interface.
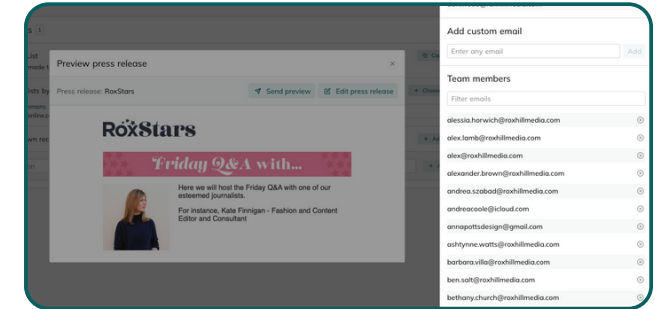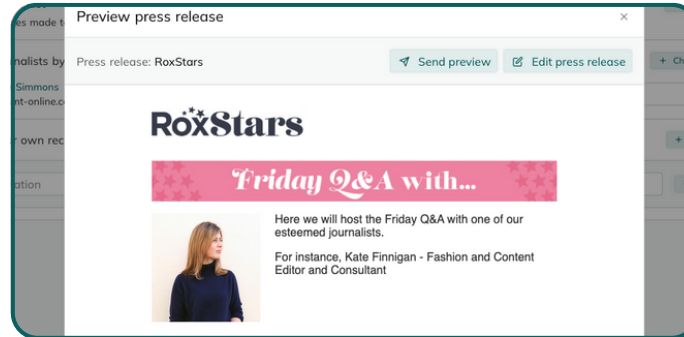
## Send a preview or edit the press release

- From the overlay, you have multiple options.
- You can send a preview directly from this overlay.
- Alternatively, there's an option to edit the press release.

Editing the press release

- If you choose to edit the press release, you will be redirected to the press release editing page.
- Here, you can make the desired changes to the press release content.

Handling unsaved changes

- If you have unsaved changes within your campaign before clicking "edit press release," click Save and continue
- Remember, you will be given the option to save your changes before editing the press release.
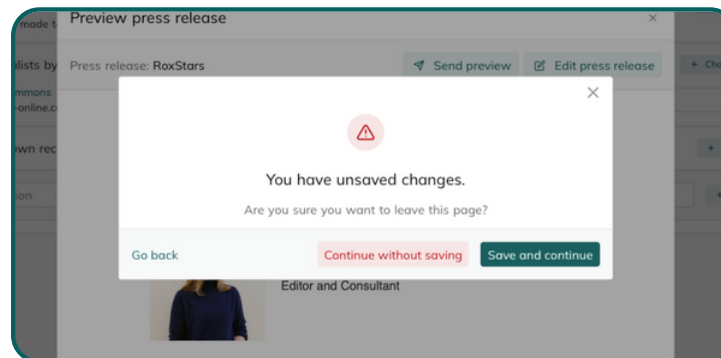
Need a little help?

If you need further help, contact your account manager via Help & feedback and they'll get back to you as soon as possible.
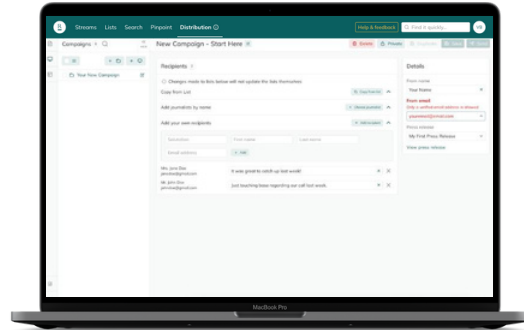
Campaigns

How to distribute your press release

- If you have your press release open, click the [Start campaign] button.
- Or, select the Campaigns tab.
- Enter the name of your new campaign.
- Click
- You r [New campaign] add your journalist contact list to the campaign.

You have 3 options:

1. Add journalists from lists
2. Add journalists by name
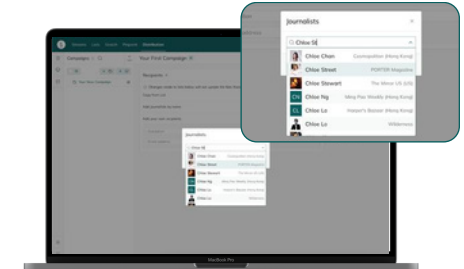3. Add your own recipients
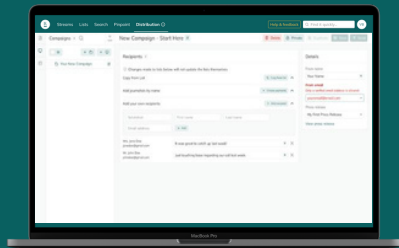

1. Adding journalists to your lists
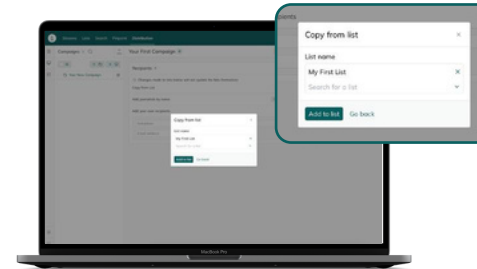
- Click the [Copy from list] button.
- Enter the name of your chosen list.
- Select your list.
- Click [OK]

2. Adding journalists by name

- Click the [+ Choose journalist] button
- Enter the journalist's name.
- Select your list from the dropdown menu.
- Click [OK]

Custom Messages

- You'll see a Custom Message field to the right of every journalist contact.
- Type in any custom message you'd like them to see where you've used the ***|CUSTOMMESS|*** syntax.
- e.g. *It was great to catch up with you last week!*

3. Adding your own recipients
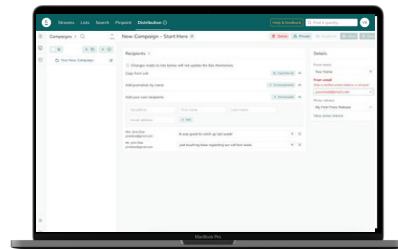
- Enter the recipient's email, salutation, first and last name.
- Click [+ Add]

Note: This function is perfect for adding colleagues and share holders to your communications.

4. Verify account for sending campaign

You can only send an email if your account is fully verified, including verification of DKIM/DMARC records for the associated email domain.

If not, you'll see the message: "only a verified email address is allowed"
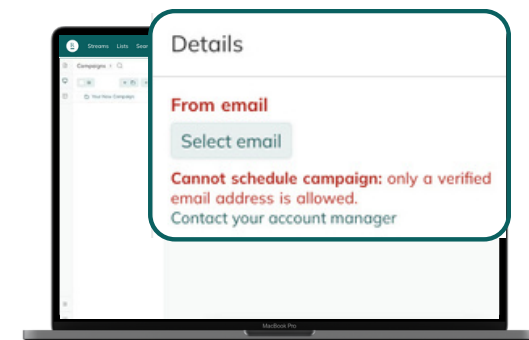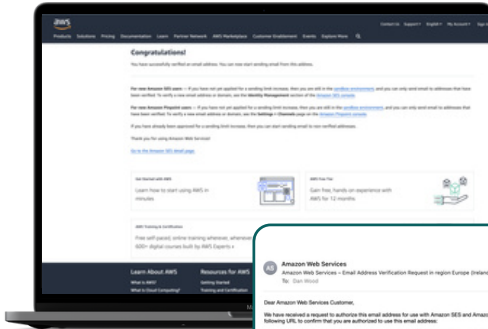
- To verify an account, contact your account manager.

Email

TOP TIPS

Only verified accounts have permission to send emails.

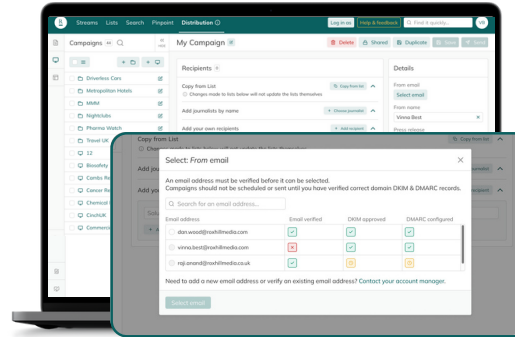For further information, please speak to your account manager.

- Once your account manager adds a new "From email," the owner of the email address will receive an email requesting verification confirmation.

- Click on the link in the email to verify your account.

5. Select fully verified account

To select an existing fully verified account

- Click the **Select email** button.

To know if an account is fully verified, all three boxes must be checked: ☑

- ☑ confirms verification approved.
- ☒ confirms not verified.
- ⏱ confirms verification pending.
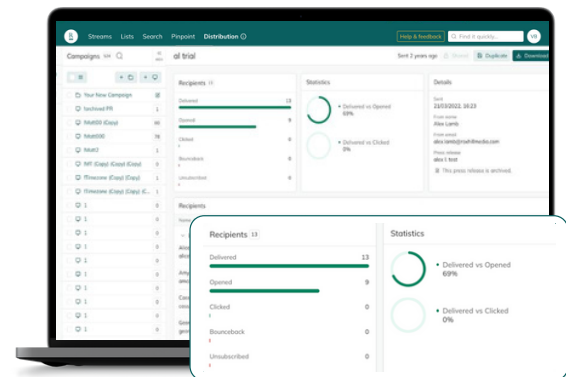
6. Send email campaign

- Once you've selected your verified account, click the **Save** button to save your campaign.
- Click **Send**
- Choose the date and time you want to send the press release.
- Click **Send**
- The screen will read "Sending in progress".
- From here you can monitor the results of your press release.

Viewing your results
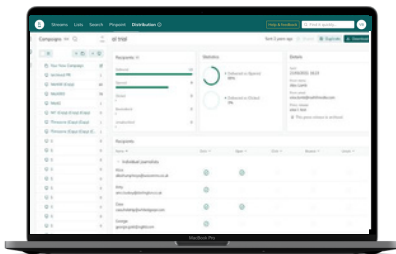
- Once you've sent your press release, you will be able to view your statistics over time within the 'Campaigns' tab
- All sent press releases are highlighted with an aeroplane icon ✈ 13

- Select the press release.
- A series of charts will appear to the right side of your screen.
- Each chart represents the number of emails
- Delivered, Opened, Clicked, Bounced, and the number of recipients that Unsubscribed from your campaign.
- A list of recipient names and email addresses will appear on the lower half of your screen.

Need a little help?

If you need further help, contact your account manager via **Help & feedback** and they'll get back to you as soon as possible.