

Never Heard of Newsjacking? You May Want to Try Incorporating it in Your Next Press Release

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NEW YORK, NY, October 02, 2013 /**24-7PressRelease**/ -- If you have never heard the term 'newsjacking', now is a good time to learn about it.

Essentially, newsjacking involves piggy-backing on the popularity of current news stories that are gaining a lot of attention by working a reference to them into your press release. However, this needs to be done in a natural and reputable way in order to avoid annoying the reader. Dropping references to major news stories into your press release without any rationale or sensible connection will just irritate people and will make it obvious that you are more concerned with search engine marketing than with consumer interest.

So how do you newsjack? Begin by choosing a news angle that makes sense with your business's product or service and work it into a current news story. For example, if you are a jewelry company and the Oscars just happened, you could distribute a release about the biggest jewelry trends spotted on the red carpet at the Oscars, and use it as a segue to promoting your company's jewelry. The key is to distribute it right when the news about the Oscars is still hot, so Monday morning after the Sunday ceremony, or Tuesday at the latest.

Incorporating newsjacking in a genuine and legitimate manner will help encourage your news to be seen and is an excellent reason to release a news story for your company's offerings.

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