

# 30+ News Release Topics

Are you struggling for ideas for your next news release?



Here are 30+ news release topics you can write about to boost traffic to your website ...

## **Announce Something New**

- New product launch
- New service launch
- New feature (e.g. an upgraded product)
- New benefit (free shipping, faster shipping, advanced features for existing customers, etc.)
- New website or blog
- New report, infographic or video
- New offers (sales, bonuses, referral rewards, etc.)

## **Announce The Release Of Free Information**

- Free webinar
- Free e-book (or an e-book that can now be downloaded free)
- Free tip sheet
- Free infographic
- Free report
- Free survey/poll results
- Free research results

## **Announce Awards (Won Or Nominated For)**

- Personal Awards
- Company Awards
- Customer Satisfaction Awards

## **Contests**

- Contest announcement
- Call for entrants
- Announcement of who is competing in the contest
- Prize winner announcement
- Contest rule updates

## **Personnel Or Company Changes**

- New hire to an existing position
- New hire to a new position
- Retirement
- Company anniversary
- Product anniversary
- Product milestone (e.g. number of users, number of installs, new countries sold to)

## **Invitations**

- Need survey participants
- Need beta testers
- Need donations

## **“Weird” News**

- Odd product facts
- Interesting case studies
- Entertaining use case studies (e.g. fun ways customers use the product/service)
- Strange/interesting customer facts

## **Charity News**

- Announcement that a business is supporting a charity
- Announcement of a charity drive
- Free product or discount product or service for donators to a charity
- Charity success story (funds raised, people helped etc.)