easyPR.ng

**Who we are**

easyPR is an online based media content distribution platform. We basically provide access to hundreds of newspapers and online news publishing platforms across Africa. On easyPR platform, companies and individuals can place contents in the media by submitting media contents such as Press releases, news features, interviews and photo news. These contents are then rewritten by easyPR content writing team who turn the contents into publishable contents and place them in the media as earned media.

**How it works**

Routing your contents through easyPR is pretty simple. Log on to [www.easyPR.ng](http://www.easyPR.ng), click the ‘Submit Content’ button. This action will take you to the several plans we have. Go through the plans carefully. Each content type has several plans underneath it. For instance, press release has different plans depending on the number of media platforms you want your contents placed. Once you have made up your mind on the plan and have chosen, you will be redirected into the content submission page. In this page, you will be required to enter the details of the story, the company behind it, the person to be quoted in the story and his portfolio etc. You will also be required to select the media the content will be placed and then you can copy the content and place in a space provided or attach the document file. Once you click the submit button, the system will route your submission to easyPR dashboard and you will get a notification that your submission was successful and that you will be notified once your content is published in selected media. It is that simple.

**FAQs**

**What is Press Release?**

A press release can also be referred to as news release, media release, press statement or video release. It is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, they are mailed, [faxed](https://en.wikipedia.org/wiki/Fax), or e-mailed to reporters, editors and [journalists](https://en.wikipedia.org/wiki/Journalist) at newspapers, magazines, radio stations, online media, television stations or television networks. Your press release is mostly an announcement, so it should be between 250 to 400 words. Anything more than these, will be reclassified and will not pass for a press release. Tens of press releases are sent to journalists every day, so for yours to be given prominence and get published, you must get straight to the point with the information you wish to communicate and avoid use of superlative adjectives.

**What is feature story?**

Feature content is a non-fictional prose forming an independent part of a publication. Normally, it is an elaborate form of prose always exceeding 500 words. All the other details that could not be accommodated in the press release can comfortably fit into the feature content. It requires some level of creativity and style to get readers to relax and read such lengthy material without throwing it away. In easyPR, we have very skilful writers whose task it is to craft a good and marketable feature stories for clients. All you have to do is submit your material and we will take it up from there.

**What is interview?**

The word ‘interview’ refers to a one-on-one conversation with one person acting in the role of the interviewer and the other in the role of the interviewee. Media interviews always involve journalists interviewing resource persons on a subject matter which they have good knowledge on. Interview is a veritable media relations tool for any business, in that it provides a great opportunity for the business owner to explain an offerings directly to its customers without the risk of being misinterpreted. If properly handled and managed, interview can provide huge marketing leverage. In easyPR, we not only help to place already conducted interviews in the media but we also arrange for the interviews to be conducted, and then placed in selected media.

**What is photo news?**

It is a Chinese proverb that said that photos are worth more than a thousand words. Photos are powerful media relations tool. An entire event could be publicised using photos without a single word written about it. When considering a photo for news media, you must take into consideration the nature of the medium and section of the media targeted. Good photo news starts with professional shots by a skilful photojournalist. Do not forget that a photo also tells a story. So, it may not be enough to use your iPad or smartphone to take that shot. The perspective matters. In easyPR, we syndicate good photo news across selected platforms and we can also pair you with our professional photojournalists to take the shots for you.

**When will my contents be published?**

All contents submitted to easyPR have a life span of fourteen days. Your content gets published within two weeks. After two weeks you are entitled to a refund of equivalent cost of unpublished platforms. Except in instances where the client makes room for an extension which should not exceed one week.

However, we recommend that you submit your content at least, two days ahead of expected day of first publication. For instance, if you want your content to start coming out on Monday next week, you should make your submission by Wednesday or Thursday this week.

**What size of content will be published?**

Your content may be a 400-word press release, 700-words feature or 1, 200 words interviews but we cannot guarantee that every word will be printed. The editor may edit the headline and may cut some paragraphs out and both ideas and sequence of presentation may be rearranged to suit the platform’s editorial or house style. So, do not expect your content to be placed verbatim. The core message of your content will remain despite level of editing and your core message will be contained in whatever size of content that is printed.

**Which page will my content be placed?**

easyPR cannot predetermine which page your content will be placed since it is not an advertisement. However, you can be certain to have your content placed in a business section of a newspaper if the content is business related or be placed in the political section if its politics related. easyPR cannot influence your story to be published in the front page or page 3 or 5 or any particular page for that matter.

**Will the name of my company appear in the headline?**

The name of your company will appear in the headline of any content we may send on your behalf to the media but we cannot guarantee that your company’s name will appear just the way we wrote it in the headline. Newspapers like to use popular brands in the headline, so it will not be surprising if they do not use the name of your company in that first release that you will send. Over time, they will get used to it and you will also become a more popular brand and they will not have any problems flying your name on the headline.

**How will I know if my content is published?**

It is the duty of the easyPR team to monitor your contents and inform you if published. So, every morning, expect a member of the easyPR team to notify you of any publication. easyPR will also send you a notification link to your email once the story is published online.

**What happens at the end of my campaign?**

At the end of your campaign when all contents must have been published or we have exhausted our fourteen days timeline without getting an extension, we will compile the published copies and send them with our report on the campaign, including recommendation on further media relations activities. The copies that shall be sent to you will be photocopies of the page as easyPR has not undertaken to buy all copies of publications. The delivery of that report will bring your campaign to a conclusive end.

Welcome to easyPR, you can get started by submitting your content [here](http://easypr.pythonanywhere.com/#packages)