

eco Association – Advice for Members

Writing a Good Trade Press Article

How to get attention without annoying your readers

Public Relations is often confused with advertising, but they actually have very little in common. Trade press articles contain interesting specialist information which people will choose to read. They are persuasive exactly because they seem objective and are **not a product message** – they are more likely to be enjoyed and believed.

A good article should be **people-related – and should tell a story**. It can include:

- Stories told from a people-perspective
- Solutions to common problems
- Case-studies demonstrating a solution in practice
- Short and clear examples
- Tips and tricks
- New ways of doing things
- Information about new trends
- Interesting news (e.g. regarding relevant technological innovations)
- Quotes from people involved (from the company, a user/customer, a specialist, etc.)

The company can then be mentioned as a specialist on the topic – including a relevant quote from a member of the company, and providing the company name. This can then be linked to the company website for readers who want more information. Case-studies should focus on the results, not on the product. New trends or innovations should be described in general, but then the company/product can be given briefly as one specific example.

Articles should

- **be 500-7000 characters in length**
- **use an interesting/catchy title with information from the article**
- **include sub-headings which summarize the most interesting points**
- **use as few adjectives as possible**
- **include a professional quality image which reflects the general topic – and which has copyright permission to be re-used (see go.eco.de/guidelines-for-contributions), as well as a photo of the author.**