

# B2B PRESS MANUAL



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## Distribute product news to trade media to get visibility

B2B Press is aimed at press teams, sales organisations and entrepreneurs who want to distribute product news via press releases or press material to the media. The service will send the press release via email to the press chosen by the customer: to newspapers, journals, magazines and other publications, both digital and printed. The service is optimal for business-to-business (B2B) news because the media consists mainly of trade press.

Reach the entire world with your pressreleases. Choose relevant publications among 100 000 magazines, newsletters and webportals in 160 countries.

Go to the [Community site](#) for support and tool updates.



### Register for free

No fixed payments, pay only € 0.89 per publication you choose to send to!

[Login](#)

[Register now to submit press releases?](#)



### I WANT TO KNOW MORE

Register free of charge and start sending press releases right away.



### DO YOU NEED HELP TO WRITE OR TRANSLATE?

We offer help in writing and translating press releases.



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Good to know:

[Consequence in languages](#)

The purpose of this manual is to help and support users to utilize all features in B2B PRESS.

Do not hesitate to contact us at [HelpMe@B2BPRESS.com](mailto:HelpMe@B2BPRESS.com) . Please refer to recent updates in the [Community site](#).



Registration 1: Sign up once. After that you can access material that you have created.

## Sign up

### User

\* E-mail

\* First name

\* Last name

\* Address

\* Postal code

\* City

\* Country

\* Password   
Password must contain at least 8 characters.

\* Password confirmation

### Payment

- I will pay with credit card / PayPal.
- Please invoice via email.
- I agree to the Terms of Service

The user can at any time request a change in payment method. Please allow max 3 working days for the change to be implemented.

### Company

\* Name

Industry

Vat code  **Note the country code!**

Website

Email

\* Address

\* Postalcode

\* City

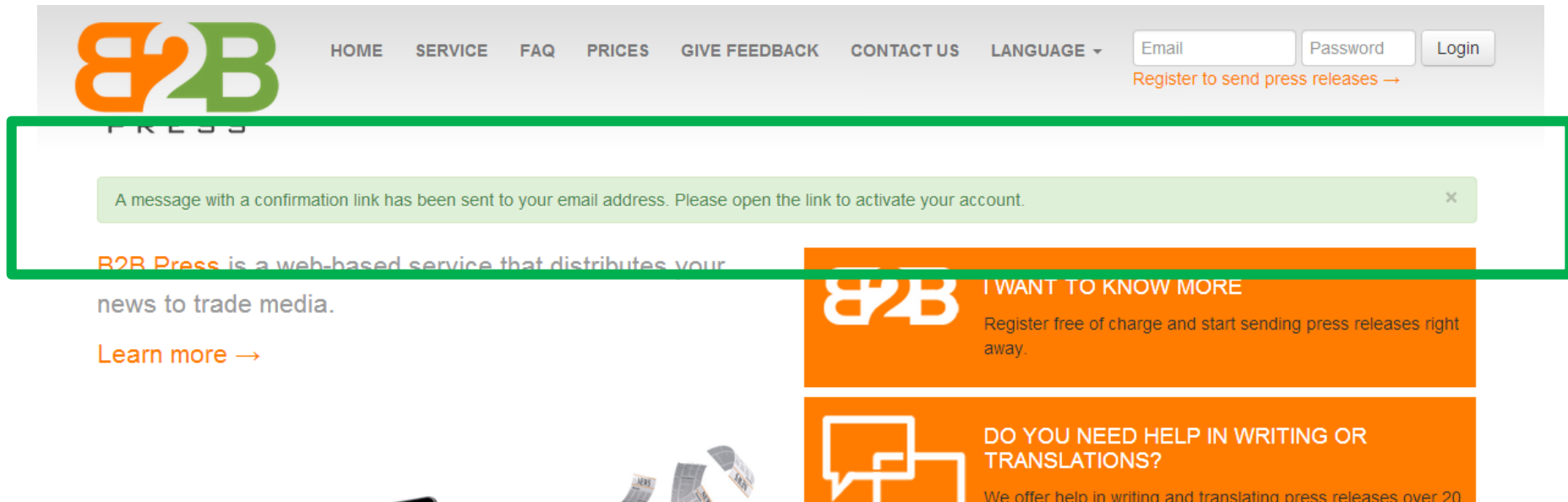
\* Phone

\* Country

Sign up



Registration 2: Go to your email inbox. When you have clicked on the confirmation link in the email you have received, you will be logged in to B2B PRESS.



The screenshot shows the B2B Press website interface. At the top left is the B2B Press logo. The navigation menu includes: HOME, SERVICE, FAQ, PRICES, GIVE FEEDBACK, CONTACT US, and LANGUAGE. On the right, there are input fields for Email and Password, and a Login button. Below these is a link: Register to send press releases →. A green-bordered box highlights a green message box that reads: "A message with a confirmation link has been sent to your email address. Please open the link to activate your account." Below the message box, the text "B2B Press is a web-based service that distributes your news to trade media." is visible, followed by a "Learn more →" link. To the right, there are two orange call-to-action boxes. The first one says "I WANT TO KNOW MORE" and "Register free of charge and start sending press releases right away." The second one says "DO YOU NEED HELP IN WRITING OR TRANSLATIONS?" and "We offer help in writing and translating press releases over 20".



# Get started – My Desk

You can create the elements in any order.

If you have created/selected medialis(t) your press release will be autopopulated with tabs for the needed languages.

Create your press release here: select media, write text and add pictures.

## Media lists

+ Create new

## Press release text

+ Create new

## Pictures

+ Add new

Give the press release a name

Total medias:

0

Total costs:

0 EUR

Preview

Continue

Everything you have created will be visible here for re-use.

## My resources

Media lists

Press release text

Pictures



# Create Media list – Select countries

Click on the regions one by one...

.. and select one or several countries...

..until you have chosen all the countries you want.

The screenshot shows a 'Select countries' dialog box with the following components:

- Header:** 'Select countries' with a close button (x).
- Left Sidebar (Regions):**
  - Africa
  - Asia / Middle East
  - Asia / Pacific
  - Asia / Ungrouped
  - Europe
  - Europe / Eastern
  - Europe / Western** (highlighted)
  - Latin America
  - North America
  - Oceania
  - Worldwide
- Central List (Countries):**
  - Austria
  - Belgium
  - Switzerland
  - Cyprus
  - Germany
  - Denmark
  - Spain
  - Finland
  - Liechtenstein
  - Faeroe Islands
  - France
  - United Kingdom
  - Greece
  - Ireland
  - Iceland
  - Italy
- Right Panel (Selected countries):**
  - Bahrain
  - Finland
  - New Zealand
- Bottom:** 'Close' button and 'Continue to industry selection' button.



# Create Medialist – Select one or several industries

Media is sorted into four levels in each category. Click on + or – to expand or collapse

Enter one key word /search to find suitable industries. Try different words!

Number of selected unique media

Click on the + to see the names of the media

Deactivate single publications.

Media selection: industries 28 media, 24.92 EUR

Search industries

- Agriculture, forestry and fishing
  - Crop and animal production, hunting and related service activities
  - Forestry and logging
  - Fishing and aquaculture
    - Fishing
    - Aquaculture
- Mining and quarrying
- Manufacturing
- Electricity, gas, steam and air conditioning supply
- Water supply; sewerage, waste management and remediation activities
- Construction
- Wholesale and retail trade; repair of motor vehicles and motorcycles
- Transportation, storage and logistics
- Accommodation and food service activities
- Information and communication
- Financial and insurance activities
- Professional, scientific and technical activities
- Administrative and support service activities

Delete

Fishing

Save a copy Save

Publication languages:



Delete obsolete lists: Edit, continue to this page and click the button.

Enter any single email address and choose the recipient's language. Add!

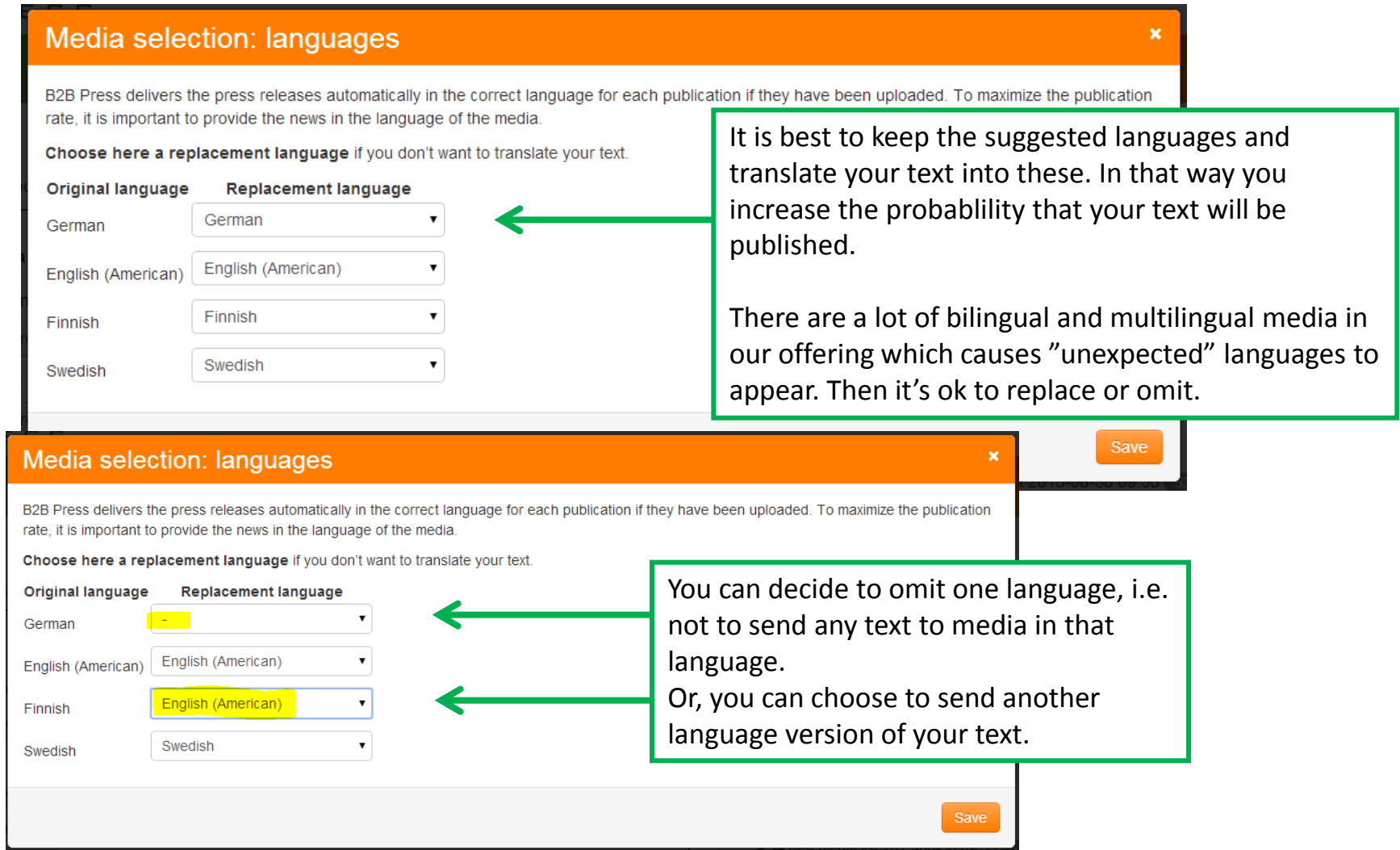


Give your media list a descriptive name

Save changes to the list you edit or create a copy of it and save the changes there.

# Create Medialist – Choose languages according to your text

   These icons mean, from left to right: Remove medialist , Edit medialist, Access language selector



**Media selection: languages** ×

B2B Press delivers the press releases automatically in the correct language for each publication if they have been uploaded. To maximize the publication rate, it is important to provide the news in the language of the media.

**Choose here a replacement language** if you don't want to translate your text.

Original language	Replacement language
German	German
English (American)	English (American)
Finnish	Finnish
Swedish	Swedish

**Media selection: languages** × Save

B2B Press delivers the press releases automatically in the correct language for each publication if they have been uploaded. To maximize the publication rate, it is important to provide the news in the language of the media.

**Choose here a replacement language** if you don't want to translate your text.

Original language	Replacement language
German	-
English (American)	English (American)
Finnish	English (American)
Swedish	Swedish

Save

It is best to keep the suggested languages and translate your text into these. In that way you increase the probability that your text will be published.

There are a lot of bilingual and multilingual media in our offering which causes "unexpected" languages to appear. Then it's ok to replace or omit.

You can decide to omit one language, i.e. not to send any text to media in that language.

Or, you can choose to send another language version of your text.





# Create your press release: Edit press release text 1

If you have created / selected one or several media lists, your press release template will be automatically populated with the correct language tabs.

## Edit press release text ✕





Afrikaans ▼ Add language

German ✕ English (American) ✕ Finnish ✕ Swedish ✕

Headline

Summary

Body

**Bold** *Italic* Underline    

Short paragraphs and good sub headers make your text easy to browse.

While writing the press release, try to answer these questions: Who? What? When? Where? Why? How? These points should be covered when answering the questions:

- Clear identification of the actual news.
- Why is this news? What new, important information does it provide to readers and decision-makers?



## Edit press release text 2

### Edit press release text ×

Company information

**A** Normal text ▾ **Bold** *Italic* Underline [List] [List] [List] [List]

Company information should provide a brief, comprehensive overview of the company's field of operation and policy. This information can be taken from previously written materials.

Contact information

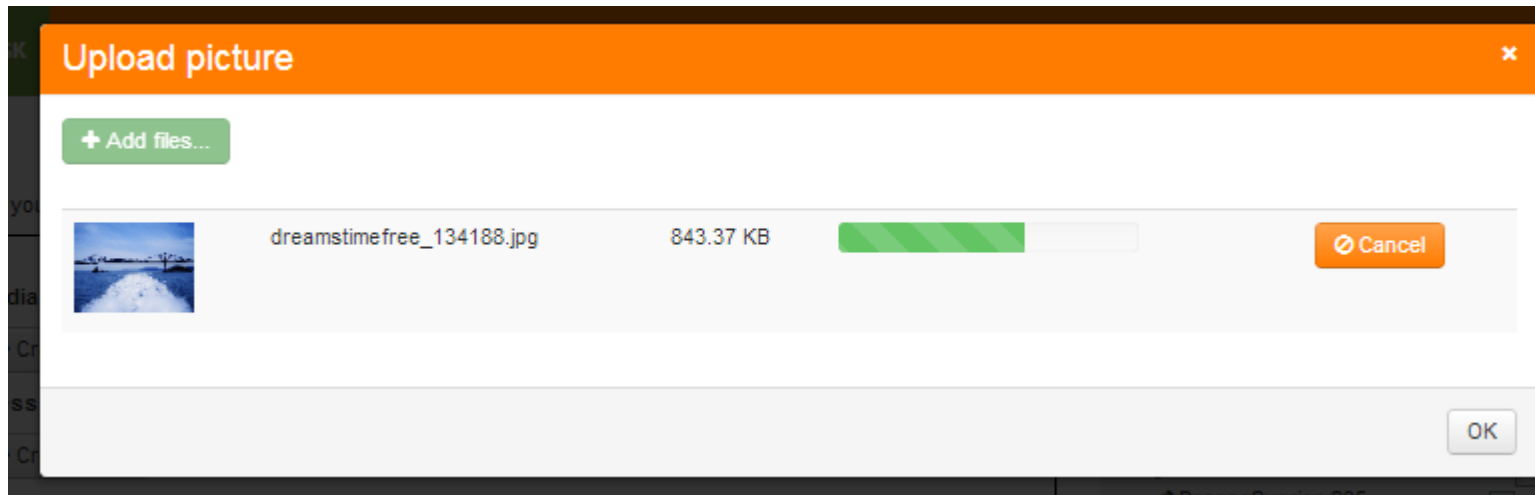
**A** Normal text ▾ **Bold** *Italic* Underline [List] [List] [List] [List]

Contact information must be limited and specific to the particular press release. If your company has a PR or marketing department, the contact information of that department should be included. If not, you must appoint a person to assume responsibility for communication with the press. Contact details should include:

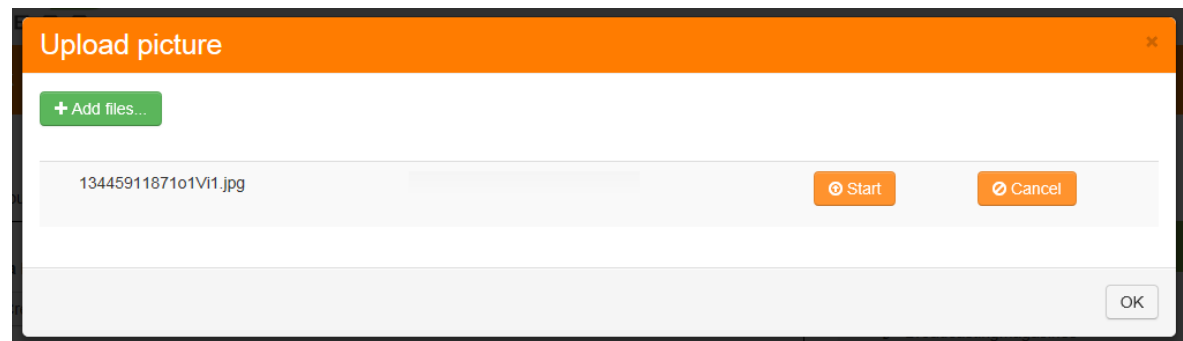
Cancel Save as

Replace this default text with a more meaningful name.

## Add picture 1

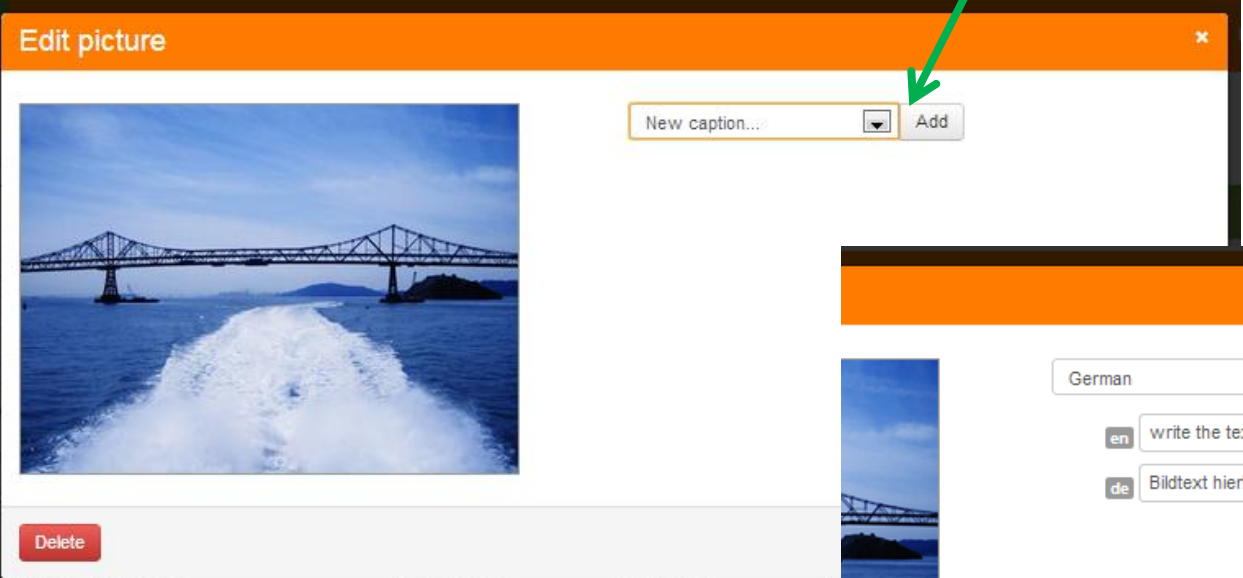


In Internet Explorer there is no preview of the picture. We recommend to use another browser than Internet Explorer.

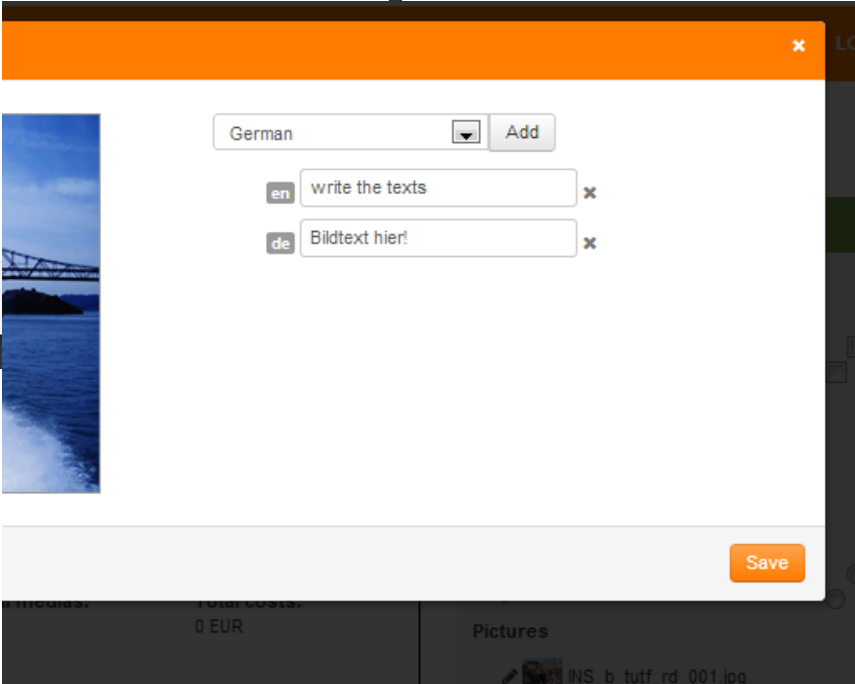


## Add picture 2

Select one language at the time from the drop down list and click Add



The screenshot shows the 'Edit picture' window with a large image of a boat's wake and a bridge. A text input field labeled 'New caption...' is visible, followed by a dropdown arrow and an 'Add' button. A red 'Delete' button is at the bottom left.



The second screenshot shows the 'Add' dialog box. It features a language selection dropdown menu currently set to 'German', an 'Add' button, and two text input fields. The first field is labeled 'en' and contains the text 'write the texts'. The second field is labeled 'de' and contains the text 'Bildtext hier!'. A 'Save' button is located at the bottom right of the dialog.

People read captions. Therefore we suggest that you include them. However, it is not mandatory to add captions.

Tip! Hoover over the language abbreviations in the medialist to see what languages to select as they are written out in the drop down list.



# Overview

MY DESK

MY PRESS RELEASES

MY PROFILE

LOGOUT







Signed in successfully.

Number of publications



Create / select one or several media lists and pictures, and one text.

Remove medialist, Edit medialist, Access language selector



**Media lists**

germanysteel	de en zh	79	  
Liftingequipment	en de	532	  

**Press release text**

germanysteel en de zh  

**Pictures**

13445911871o1Vi1.jpg en de zh  

Give the press release a name  
germanysteel

**Total medias:** 611      **Total costs:** 543.79 EUR

Click on Preview, to see your release.

**Preview press release**

Finish

Headline in Finnish

Lorem ipsum Pellentesque ullamcorper ipsum eu odio adipiscing, et eleifend neque tempor. Fusce eu adipiscing lectus. Donec pulvinar urna ac mi vulputate ornare. In in velit laoreet, lacina diam sed, tristique est. Ut sodales mauris mi, quis accumsan enim posuere vitae.



























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Quisque id sodales neque, vel aliquam nisi. Nunc laeou eleifend tempor. Quisque ultrices sobenaeque nibh, non mollis est laoreet elementum. Morbi nulla laeou et amet neque sagittis. Nec pretium odio curtus. Morbi curtus nisi dis, id laeou nisi conneudo a. Cum sociis natoque penatibus et magna dis parturient montes, nascetur ridiculus mus. Nam vehicula magna sed ornare tringla. Mauris vestibulum est et elit pretium dictum. Maecenas posuere diam que adipiscing dapibus.









Pellentesque ullamcorper ipsum eu odio adipiscing, et eleifend neque tempor. Fusce eu adipiscing lectus. Donec pulvinar urna ac mi vulputate ornare. In in velit laoreet, lacina diam sed, tristique est. Ut sodales mauris mi, quis accumsan enim posuere vitae. Curabitur blandit posuere enim, sit

**My resources**





**Media lists**

-   BiofuelSaksaSuomi 205
-   cosmetic europe 816
-   germanysteel 79
-   legal 376
-   Liftingequipment 532
-   logistic.germany 149
-   pharماسwe 84
-   publishing 193
-   RealestateConstruct\_FinSve 149
-   sverträdgård 18
-   SveTyFörpackning 107
-   Taloushallintosuomi 78
-   travelnordic 272

**Press release text**

-  LoremIpsumFin
-  TaloustiedoteSuomiSyys2013
-  FIJaRenewable
-  FinInv
-  germanysteel
-  printspain
-  EngTySve
-  nyträdgård

**Pictures**

-   001.JPG
-   008.jpg



# Schedule and pay

MY DESK MY PRESS RELEASES MY PROFILE LOGOUT

germanysteel

Media lists

- germanysteel
- Liftingequipment

Press release text

germanysteel

- en Pressrelease: Great news
- de Pressemitteilung: Gute Nachrichten
- zh 借助软件改进工艺

Pictures

- 13445911871o1Vi1.jpg

Schedule publishing time

- Publish immediately
- Single publishing time in the future
- Language specific publishing times

Payment details

Media outlets	611
Unit price	.89 EUR
<b>Total payment</b>	<b>543.79 EUR</b>

SECURED BY **PayPal**  
How PayPal Works

Payment is made via PayPal.com

Send preview

Pay & Publish

Send a preview of your release to yourself or to someone else before publication.

Click on the + to view selected publications

Edit the text if still needed.

Publish all language versions simultaneously, now or later, or define different, language specific publishing times.

Proceed to payment

# Pay with your creditcard or PayPal.

Once your pressrelease has been paid, it will be delivered at the time you set. If you have agreed to be invoiced, your pressrelease will be published without delay / at the set time. If you pay via PayPal, "Publish immediately" means as soon as you have completed the payment process.

[English](#) ▾

## Viking Press Ab/Oy

### Your order summary

Descriptions

B2BPress: Payment for LoremIpsumFin (45),  
40.05 Euro

---

You'll be able to see your order details  
before you pay.

### Choose a way to pay

▶ [Pay with my PayPal account](#)

Log in to your PayPal account to complete the purchase



▼ [Pay with my credit or debit card](#)

(Optional) Sign up for PayPal for faster future checkout

Country

Card number

Payment Types    

Expiration date mm yy  
 /



**Good to know, Consequence in languages:** This is an example of a mismatch between languages required by the media selection and the provided text and picture.

Solution 1 - recommended: **Add the press release text and caption in the missing languages Finnish and German by clicking the globe icon on the press release text and picture rows (1).**

Solution 2: Edit the media list language selection by clicking the globe icon. There you can omit the languages in which you don't have the text available..

Solution 3 – possible but not recommended: Click the medial list globe icon. Replace the languages you don't have available with another languages. In some cases it is ok, but expect a lower publication rate when doing so.

Create your press release here: select media, write text and add pictures.

The screenshot shows a web interface for creating a press release. It is divided into three main sections: Media lists, Press release text, and Pictures. A green box highlights the language selection area for the 'Press release text' and 'Pictures' sections, with a green arrow pointing to the 'en' (English) selection. The 'Media lists' section shows 'Broadcastingmagasines' with 8 items, and the 'Press release text' section shows 'Pressreleaseguidance' with 1 item. The 'Pictures' section shows '13445911871o1Vi1.jpg' with 1 item. At the bottom, there is a 'Preview' button and a 'Continue' button. The total medias are 8 and the total costs are 7.12 EUR.

Section	Item	Language(s)	Count	Actions
Media lists	Broadcastingmagasines	en, fi, de	8	(2) (3)
	Pressreleaseguidance	en	1	(1)
	13445911871o1Vi1.jpg	en	1	(1)

Give the press release a name:

Total medias: 8      Total costs: 7.12 EUR

Buttons: Preview, Continue

