



USER MANUAL



Easy-peasy: follow the steps



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The guide is designed to help and support users in utilizing all features in B2B PRESS.

Do not hesitate to contact us at HelpMe@B2BPRESS.com .

Please refer to recent updates in the [Community site](#).

Registration



Select Sign up and enter your details. Later you can access all data you have entered.

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

Company

* Name

Industry

Vat code

Website

Email

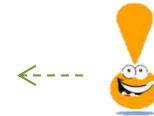
* Address

* Postalcode

* City

* Phone

* Country



Please note the country code!

Registration



After filling in your data, you will be redirected to the home page



[About us](#) [Recent releases](#) [How](#) [What](#) [Why](#) [Faq](#) [Community](#) [Feedback](#) [Contact](#) [Pricing](#) [Language](#)



[Sign up](#)

[Login](#)

A fresh way to share your news with the world



[Sign up free of charge](#)

[How it works](#)

[What we do](#)

B2B press is the ultimate online press release distribution tool for companies and PR agencies.
Now your news can reach the right media, at the right time and for the right price!



A confirmation email will be sent to your inbox. When you have confirmed your registration via the link in the email, you will be logged into **B2B PRESS**.

Get started-My desk



[About us](#) [Recent releases](#) [How](#) [What](#) [Why](#) [Faq](#) [Community](#) [Feedback](#) [Contact us](#) [Pricing](#) [Language](#)

My desk

My press releases

My profile

Users

Statistics

Subscriptions

Logout

Signed in successfully.

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:

0.00 EUR

Preview

Continue

My resources

Media lists

Press release text

Pictures

You can create the elements in any order



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

Create media list- Select countries

Media selection: countries

- Africa
- Asia / Eastern
- Asia / Pacific
- Asia / Western
- Europe / Eastern**
- Europe / Western
- Latin America
- North America
- Worldwide

	Albania	<input type="checkbox"/>
	Belarus	<input type="checkbox"/>
	Bosnia-Herzegovina	<input type="checkbox"/>
	Bulgaria	<input type="checkbox"/>
	Croatia	<input type="checkbox"/>
	Czech Republic	<input type="checkbox"/>
	Estonia	<input type="checkbox"/>
	Hungary	<input type="checkbox"/>
	Latvia	<input type="checkbox"/>
	Lithuania	<input type="checkbox"/>
	Macedonia	<input type="checkbox"/>
	Moldova	<input type="checkbox"/>
	Montenegro	<input type="checkbox"/>
	Poland	<input type="checkbox"/>
	Romania	<input type="checkbox"/>
	Russian Federation	<input type="checkbox"/>
	Serbia	<input type="checkbox"/>
	Slovakia	<input type="checkbox"/>
	Slovenia	<input type="checkbox"/>
	Ukraine	<input type="checkbox"/>

Selected countries

- Finland
- Bahrain
- Australia

Close Continue to industry selection



Click on the regions one by one...



.. and select one or several countries...



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

Create media list: Select industries



Number of selected unique media



Click on the + sign to see the names of the media. To deselect media, click the x sign



Media selection: industries 73 media, 64.97 EUR

Search industries

- Agriculture, forestry and fishing
- 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
 - Accommodation
 - Hotels and similar accommodation
 - Holiday and other short-stay accommodation
 - Camping grounds, recreational vehicle parks and trailer parks
 - Other accommodation
 - Food and beverage service activities
- Information and communication
- Financial and insurance activities
- Professional, scientific and technical activities
- Administrative and support service activities
- Public administration and defence; compulsory social security
- Education
- Human health and social work activities
- Arts, entertainment and recreation
- Other service activities
- News
- Business, technology, environment
- Real estate activities

Selected industries and media outlets

- Accommodation 69
- Hotels and similar accommodation 2
 - Spa Concept de
 - Hotelier de

Custom recipients

- de editor@journal.com
- en b2bsuperstar@media.com

E-mail address English

Add e-mail



Media is sorted into 4 levels in each category. Click on + or - to expand or collapse



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

Give your media list a descriptive name



Cancel Save as

Create media lists: Select languages

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
Danish	Danish
German	German
English	Armenian
Spanish	Azerbaijani
French	Bengali
Italian	Bosnian
Russian	Brazilian Portuguese
Chinese Traditional	Bulgarian
	Chinese Traditional
	Croatian
	Czech
	Danish
	Dari
	Dutch
	Dzongkha
	English
	Estonian
	Faroese
	Finnish
	French
	Georgian
	German




The system will automatically suggest languages according to your chosen countries. If you don't have texts in all suggested languages, you can select a replacement language for each version.

Save

Create the Press release

Edit press release text

Afrikaans  Select and Add all languages indicated by your media list (see My Desk). Keep English or remove it.

English (American)

Headline

Summary

Body

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)
- Issues related to the news (new products, services, promotions, collaborations, innovations, etc.)

New text 2013-07-17 10:11

Save your text when you are done!




Add picture(s)

Upload picture ✕

Please upload pictures as PNG or JPG.

[+ Add files...](#)

	B2BPress.png	422.32 KB	<div style="width: 100%; height: 10px; background-color: green; border: 1px solid green;"></div>	Cancel
---	--------------	-----------	--	------------------------

[OK](#)



Upload one by one the images you want to include in your press release

Add picture(s)



To add a caption, select one language at the time from the drop down list and click Add



Edit picture ✕

A fresh way to share your news with the world



English



Add

da

German caption



en

English caption|



Add captions in all languages required by the selected media lists(s) (see My Desk).



Delete

Save

Preview your work

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

Media lists

testFinnsih fi 25 ✕ ✎

Press release text

test fi ✕ ✎

Pictures

Jellyfish.jpg fi ✕ ✎

Give the press release a name Total medias: Total costs:

25 22.25 EUR

My resources

Media lists

- Bauma 50
- German dairy 30
- Mici 0
- Mici 0
- PonsseSverige 235
- SAb2bpress 13
- testFinnsih 25

Press release text

- PonsseScorpion2mail
- Konecranes17062013
- test

Pictures

- INS_b_tutf_rd_001.jpg
- Jellyfish.jpg
- konecranes.jpg
- Penguins.jpg
- PONSSE_Scorpion__1_.jpg
- PONSSE_Scorpion__2_.jpg
- PONSSE_Scorpion__3_.jpg



Click on Preview, to see your press release

Schedule and Payment

My desk

My press releases

My profile

Users

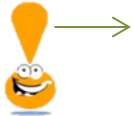
Statistics

Subscriptions

Logout

New text 2015-01-16 12:51

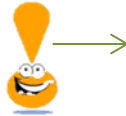
Click here to view all selected media in your list



Media lists

New media list 2015-01-16 12:50

If you need to edit the text, select the pen icon



Press release text

New text 2015-01-16 12:51

en fgd

Pictures

B2BPress.png



You can publish all language versions at once or define different times for each text

Schedule publishing time

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

Payment details

Media outlets	1
Unit price	.89 EUR
Total payment	.89 EUR

You have an invoice for this press release. The price shown will be billed later.

Send a preview of your release to yourself or your colleagues for final approval.



Send preview

Publish & Pay later

Proceed to payment



Schedule and Payment



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
 /



You can pay with a credit card or by PayPal. Once the payment is complete, your pressrelease will be delivered at the time you have chosen.

Smart tip: Consequence in languages



This is an example of a mismatch between required languages by the media selection and the provided material.

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

Media lists

Broadcastingmagazines en fi de 8 ✕ ✎

Press release text

Pressreleaseguidance en ✕ ✎

Pictures

13445911871o1Vi1.jpg en ✕ ✎

Total medias: 8 **Total costs:** 7.12 EUR

Give the press release a name
Pressreleaseguidance

Preview Continue



Solutions

- Recommended: Add the text and caption in the missing languages Finnish and German
- Open the media list and remove the magazines that require those languages.
- Not recommended: Add the required language tabs and captions and relace them with English or another language.

Success!

You have just become your own PR expert

