



Reboot Online

Journalist pitching guide

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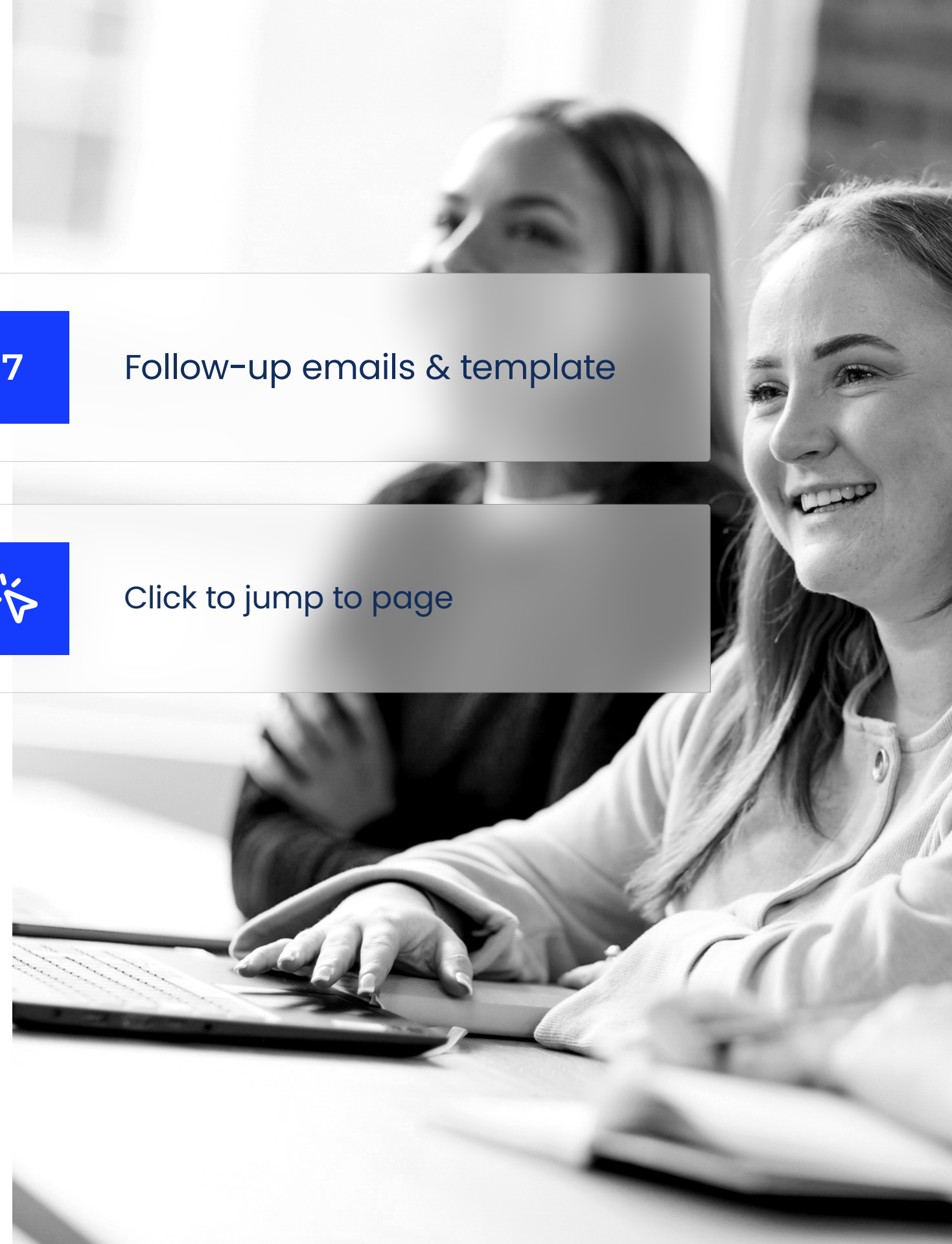
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Technical foundations

Pitch email structure

We recommend using a two-layer approach. Structure your outreach with a compelling introductory email followed by a comprehensive press release after your signature.



1. Introductory pitch email

Every pitch we send should include an introductory pitch email moving forward. This should contain the essential story elements while highlighting relevance to the journalist's audience.

Include:

- ✓ **Hook:** Clear value proposition for the journalist and their readership
- ✓ **Relevance:** Why this story matters to their specific publication
- ✓ **Timeliness:** The crucial "WHY NOW" factor
- ✓ **Client information:** Name the client with a link to their homepage so the journalist can easily see who they are
- ✓ **Key findings:** 2–3 bullet points with the most newsworthy data
- ✓ **Call to action:** Direct question about coverage interest

2. Press release following pitch email

Include the full press release below your signature to provide comprehensive details without overwhelming the initial pitch.

This allows the journalist to have the full information to hand to add additional details to your pitch.

Sample pitch email template



≡ **Subject line example:** “Revealed – The UK’s Most Instagrammable Wedding Venues”

Email body:

Good morning [name]

With wedding season in full swing and searches for ‘wedding venues’ up X%, would you be interested in new research that reveals the most Instagrammable UK wedding venues for 2025?

The research, from wedding invite specialists [client name], analysed Instagram hashtags from June 2025 to highlight the wedding venues captured most as happy couples celebrate their big day;

- Blenheim Palace in Oxfordshire reigns as the most Instagrammable UK wedding venue for the second year in a row, with 212,000 Instagram hashtags, an 8% increase from 2024.
- Newton Hall in Northumberland has seen the largest increase in Insta-snaps within the top 10, with 23,700, showcasing a 28% increase from last year’s wedding season.

- Couples should consider Surrey if looking for the most picturesque surroundings, with the county having 4 venues in the top 40 and a combined 221,200 hashtags.

Full details of all the venues in the top 10 can be found in the press release below, along with high-res imagery.

Would this be something you’d be interested in covering?

Looking forward to hearing your thoughts.

Many thanks,
[Name]





What makes this example effective?

Timing context:



Opens with “wedding season in full swing” – establishes immediate relevance.

Data-led:



Uses specific statistics and percentages that journalists can quote.

Newsworthy angles:



Provides multiple story angles (rankings, growth trends, regional insights).

Visual assets:



Mentions high-resolution imagery availability.

Clear value:



Explicitly connects the research to reader interest.

Key takeaways for successful outreach



✓ Dos:

- Send or schedule pitches between 8:30am–10:00am, ideally before 9:30am
- Keep subject lines concise and descriptive (5–7 words maximum)
- Lead with the “why now” factor in your opening
- Include 2–3 compelling bullet points with specific data
- Provide full press release as supporting material
- Make the story’s relevance to their audience crystal clear

✗ Don'ts:

- Send or schedule pitches after 3:30pm
- Use vague or overly creative subject lines
- Bury the lead – get to the point quickly
- Overwhelm with too much information in the initial email
- Forget to include searchable keywords in subject lines
- Neglect to explain why the story matters right now

☆ Success metrics to track:



Open rates by send time



Pickup rates based on “WHY NOW” strength



Response rates to different subject line styles

Follow-up emails



❓ When and how to follow up?

If you aren't successful with your initial pitch email, follow-up emails are not only appreciated but actively encouraged by journalists! However, timing and approach are crucial to maintaining professional relationships.

Follow-up timing guidelines:



Breaking news: Follow up the next morning if no response



Standard pitches: Wait 2–3 days before sending a polite follow-up



Frequency: One follow-up is generally sufficient unless specifically requested otherwise

Follow-up email template

Keep follow-ups brief and include a succinct reminder of the key pitch points. Forward on your original pitch email with a reminder of the key points.

Key elements:

- Brief reference to original pitch
- Any new developments or additional context
- Respectful acknowledgement that they may be busy
- Optional: Mention other relevant campaigns (only if relevant to their beat)



Follow-up email template



Email body:

Hi [name],

I hope you're well?

Just getting in touch to see if you'd had a chance to look over the research below on the most Instagrammable wedding venues for 2025?

The research, from wedding invite specialists Aura Print, analysed Instagram hashtags from June 2025 to highlight the wedding venues captured most on 'the gram' as happy couples celebrate their big day;

- Blenheim Palace in Oxfordshire reigns as the most Instagrammable UK wedding venue for the second year in a row, with 212,000 Instagram hashtags, an 8% increase from 2024.

- Newton Hall in Northumberland has seen the largest increase in insta snaps within the top 10, with 23,700, showcasing a 28% increase from last year's wedding season.
- Couples should consider Surrey if looking for the most picturesque surroundings, with the county having 4 venues in the top 40 and a combined 221,200 hashtags.

Would be great to hear if this would be of interest or if you have any questions?

Looking forward to hearing from you.

Many thanks,
[Name]



Let's work together



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Best Large SEO Agency



Best Large SEO Agency



GEO Campaign of the Year



Standout Organic Content
Campaign of the Year



Best Use of Search -
B2B (SEO) (Large)



Best Use of SEO



View our experiments



View our case studies



View our culture