

Transforming the Value of a Press Release

How businesses can transform the value of their owned media (press releases) into the Earned Media Advantage:

- Greater Brand Awareness
- More Website Traffic
- Better Return on Media & Marketing Spend
- Increased Sales



- **The Value of a Press Release**
- **The Challenge That Communications & Marketing People Face (The Pain)**
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The Value of a Press Release

For decades, businesses have used press releases to deliver their news, announcements and stories to media across the globe. As the number of media outlets, reporters, editors and other influencers continued to grow, the methods of distribution became just as important, if not more important, than the information in the press release.

People turned to newswires to help reach all the media outlets and supplemented that with direct outreach to key media contacts to help get their news to the wider public audience. Over time, more and more businesses had to compete for the attention of the journalists and media outlets with the brand names and the clout to drive awareness for their products, services and innovative new ideas.

More and more, the press release changed from **THE** way to share your news to **JUST** a vehicle as part of a larger strategy implemented by people in Marketing, Communications and C-Suite level positions at companies of all shapes and sizes.

Press releases, distributed through newswire services and distribution channels, continue to be an effective way to get facts and information to reporters and have a solid impact on a company's Search Engine Optimization (SEO), but with more competition than ever for a reporter's attention, it is harder and harder to cut through the clutter to get coverage for business news.





The Challenge That Communications & Marketing People Face (The Pain)

In today's media landscape, it's becoming increasingly difficult to grab the attention of media. A majority of news coverage goes to well-known brands and more established leaders in each industry. In addition, the 24/7 news cycle has made it harder to have a news story that generates buzz and sticks around long enough to grow awareness with target customer audiences.

More and more communications and marketing professionals are realizing that in order to capture that attention, it takes extensive planning, great content and consistent outreach to land the valuable earned media mentions and placements that all companies covet. The time, resources, and staff required to put together such a comprehensive media and marketing communications strategy severely limits the ability of small and medium sized businesses to compete against more established businesses with larger staffs, budgets or agencies.

Those who decide to try to develop their own comprehensive strategy are often sidetracked by the fires that pop up day-to-day. These distractions, coupled with a growing number of responsibilities for marketing and communications professionals, means that many businesses are launching press releases without a strategy to drive them.

For small and medium-sized businesses who are able to develop a strategy, or use a consultant or agency to create one, are then faced with the daunting task of executing the strategy, which strains resources and budget as well.

So, how can businesses generate media attention, grow website traffic, improve their return on media and marketing spend and generate additional leads and sales?



Empowering the Earned Media Advantage (The Remedy)

Every company has a different goal for their media and marketing communications campaigns. Media mentions, website traffic, brand awareness, SEO, public trust, partnerships, leads, sales, revenue, thought leadership and product launches are some of the goals that companies have for their campaign efforts, but often they come up short.

That is where Newswire's Earned Media Advantage Guided Tour comes in.

The Earned Media Advantage Guided Tour addresses the challenges that come with media and marketing communications directly, combining a high-tech platform with a high-touch strategy, complemented by industry experts that serve as an extension of clients' teams to help execute their plan. The dedicated Newswire team provides agency-level service which saves the business the costs and resources required to create and implement an integrated media and marketing strategy.

The Earned Media Advantage Guided Tour is the only solution that provides a comprehensive strategy that drives the value of traditional press release distribution by surrounding it with campaigns and programs aimed at key media contacts, vetted leads and hand-picked prospects. With Newswire's expert team leveraging their network of media relationships and using a press release as a marketing vehicle, the EMAT GT is proven to increase brand awareness, grow website traffic and drive leads and sales across a number of industries.

But, how is Newswire able to deliver those types of results?





Delivering the Right Message to the Right Audience at the Right Time for the Right Purpose (The Process)

Newswire's Earned Media Advantage Guided Tour helps clients to develop that comprehensive strategy and executes the strategy by delivering the right message to the right audience at the right time through consistent and overlapping media and marketing communications campaigns.

The Right Message:

Newswire's team analyzes clients' target media outlets to help identify potential stories and news topics that are likely to generate media interest and helps to craft the right information to turn a press release and pitch into the full Earned Media Advantage.

Some topics that tend to perform best include customer success stories, case studies, partnership announcements, product differentiation, organizational announcements, thought leadership, industry trends, human interest stories and event or conference announcements.

The Right Audience:

Each campaign includes up to 14 programs run simultaneously to generate media interest and awareness with the target audience of the businesses that are part of the Earned Media Advantage Guided Tour.



**Media
Programs**



**Marketing
Programs**

Press Release Writing

Customer List Email

Pitch Writing

**Geo-Targeted Email
Marketing**

**Earned Media Outreach
Services**

**Industry-Specific Email
Marketing**

**Geo-Targeted Media
Outreach**

Job Title Email Marketing

**Industry-Specific Media
Outreach**

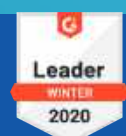
**Company Size/Revenue
Email Marketing**

National Media Outreach

SEO Optimization

Wire Distribution

Backlink Building



Platform

Combining our high-tech PR platform (Media Database, Media Monitoring, Distribution, Media Room and Analytics) with a high-touch agency-like service team, you see value much quicker than other solutions, with less work from your team on the front end.

People

Newswire's team of experts become an extension of your team to handle strategy and campaign execution without adding additional strain to your limited staff. All that is needed to get started is a one hour call with your team, and Newswire is able to create an Earned Media Advantage Plan and begin to launch campaigns.

Production

From identifying the right message and audience to facilitating interviews and suggesting optimizations, the EMA GT team puts your campaigns into production and works on your behalf to turn your press release into Earned Media, web traffic, brand awareness and sales.

Plan

The most important part of every media and marketing communications campaign is the plan and strategy that drives it, but many businesses do not have the time or resources to put into that plan. We work with you to develop a comprehensive Earned Media Advantage Plan to serve as a roadmap for campaigns longterm.

Performance

With other solutions, you push out a press release and hope for it to be picked up. At Newswire, we do all the direct pitching and follow-up to help you land coverage. Our GT clients typically earn coverage in the first quarter from respected media outlets across all industries in addition to increasing brand awareness, growing web traffic, and generating greater returns for your media & marketing communications spend.



The Right Time:

Monitoring media coverage, trends and using detailed reporting are all effective ways to determine the right time to launch a campaign. Instead of guessing, or wasting money through trial by error, Newswire's clients get expert analysis from years of experience sending press releases out to the media.

All of this sounds great, but isn't it expensive?



The Hidden Costs of Media & Marketing Communications (The Cost Justification)

The time, staff and resources required to develop and execute a comprehensive media and marketing communications strategy are extremely costly and require a large time commitment for small and medium-sized businesses. Hiring, salaries, benefits, professional development require large commitments and finding the right people are not always guaranteed paths to success. Consultants and agencies are expensive and often charge by the hour. Writing and distribution services eat into businesses tight budgets and often take up a lot of time to develop, coordinate and approve. And direct outreach takes years of relationship-building in order to be effective.

As part of the Earned Media Advantage, Newswire clients get the benefits of 12 years of experience in addition to a high-tech, high-touch approach to media and marketing and a team of people working on your behalf for less than the cost of a single full-time employee. Compare that to other options that typically cost upwards of hundreds of thousands of dollars per year.

So, what types of businesses have made the switch?



How Businesses are Transforming Their Owned Media Into the Earned Media Advantage (The Proof)

Businesses who have joined the Earned Media Advantage Guided Tour have had success across all industries including:

- Technology
- Healthcare and Medical
- Retail and E-commerce
- Construction
- Manufacturing
- Business and Legal Services

Customers have received media coverage from their target media outlets, and many received interest within the first 90 days of the program from top tier media outlets like:



Others have seen increased brand awareness, growth in website traffic, improvement in SEO rankings, better results from media and marketing spend and an influx of leads, sales and revenue.

To see a listing of our clients' many successes, [check out our Media Room.](#)

NEWSWIRE

Distribute the Right Message to the Right Audience at the Right Time

Do you think the Earned Media Advantage Guided Tour might be an option for you? Click [here](#) to set up a free assessment to see where Newswire can support your media & marketing efforts today!

[Let's Get Started - Earned Media Advantage GT](#)

