

NEWSWIRE

Transforming the Value of a Press Release

— SMART START —

Press releases provide companies of all sizes and industries with a unique opportunity to share newsworthy stories directly with their target audience and relevant media publications.

Thank you for downloading the **Transforming the Value of a Press Release Smart Start.**

In this Smart Start, you'll learn how businesses can transform the value of their owned media and turn it into earned media with press release distribution that builds brand awareness, attracts website traffic, generates leads, and increases sales.

Are press releases still a valuable marketing tool?

For decades, businesses have used press releases to deliver their news, announcements, and stories to media across the globe.

But, as the number of media outlets, reporters, editors, and other influencers continue to grow, distribution methods have become an added layer, requiring the attention of teams already stretched thin and often lacking expertise.

Year after year, marketers turn to wire distribution to reach media outlets, supplementing that approach with direct outreach so their news can reach a wider public audience.

However, the competition for consumer and media attention has grown and staying top of mind has become exponentially harder. Businesses are at their wits' end and press releases moved from being **THE** way to share your news to **JUST** another marketing vehicle that's part of a larger strategy.

Unfortunately, because of this mindset shift, companies of all sizes and industries have missed out on opportunities to build their reputation and secure their piece of market share with strategic press release distribution.

Though some doubt their effectiveness, the truth remains that press releases, when published using distribution channels like the ones we offer at Newswire, continue to be an effective way to communicate news and information to

reporters, and make a positive impact on a company's Search Engine Optimization (SEO). Many professionals just need to know how to leverage these tools, their team, and their budget to maximum effect.

The Challenge Communications & Marketing People Face

In today's media landscape, capturing the media's attention is an uphill battle, as the 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 for a news story to make waves and generate a buzz long enough to grow awareness with a company's target audience.

Communications and marketing professionals everywhere are realizing that capturing and keeping attention requires extensive planning, compelling content, and consistent outreach.

The only sticking point? Most companies don't have the resources or bandwidth to create and execute a comprehensive media and marketing communications strategy.

Given these limitations, how can businesses generate media attention, grow website traffic, improve their return on ad spend and generate additional leads and sales?





Meet the Media Advantage Plan

Media mentions, website traffic, brand awareness, SEO, public trust, partnerships, leads, sales, revenue, thought leadership, and product launches are some of the goals companies have for their campaign efforts. But often, they fall short.

No matter the goal, our Media Advantage Plan (MAP) can help you achieve it.

Our MAP directly addresses the challenges that come with media and marketing by combining our enriched distribution network, robust SaaS platform, and the expertise of our team to develop and execute a sound strategy.

Clients are paired with a dedicated team that provides agency-level service at a fraction of the cost of working with a traditional advertising agency or hiring a full-time employee.

At the core of our MAP is providing comprehensive press release distribution strategies that drive real results and improve a company's bottom line. Our team uses press releases as a marketing vehicle to earn media mentions, generate leads, boost SEO, increase sales, and much more.

How are we able to deliver those results?

Delivering the Right Message to the Right Audience at the Right Time

Our MAP helps clients develop and implement a comprehensive strategy by delivering the right message to the right audience at the right time through consistent and strategic campaigns.

The primary benefits of the MAP are our 5 P's that include:

Plan

EARNED MEDIA

Attention that's earned from methods other than paid advertising

- Features
- Mentions
- Byline contributor opportunities

OWNED MEDIA

Online content a brand controls

- Organic social content
- Email marketing campaigns
- Educational resources (ex: whitepaper)

PAID MEDIA

A marketing tactic that bolsters the targeted reach of content through paid promotions

Reduced advertising spend
Content syndication
Sponsored content

People

MEDIA STRATEGIST

Client's direct point of contact who drives the strategy and client communication, media outreach, messaging development, and reporting.

CAMPAIGN MANAGER

Handles campaign production, setup, and operation of the platform, databases, reporting, and scheduling.

CONTENT STRATEGIST

Ensures press releases are optimized for search engines, align with the client's overall messaging and tone, and resonate with the target media.

Platform

PRESS RELEASE DISTRIBUTION

Press releases are distributed to thousands of trusted media outlets to help our clients gain greater brand awareness with their target audience.

MEDIA & COMMERCIAL DATABASES

Access to media and commercial contacts to create customized lists for hyper-focused targeting, media outreach, and lead generation.

CAMPAIGN MANAGEMENT

Plan, launch and track media and marketing programs throughout the life cycle of integrated campaigns.

MEDIA WATCH

Keep track of online content that mentions your brand, your competitors, and relevant news/trending topics within your industry.

MEDIA ROOM

An online informational hub where a brand's content is hosted. A media room can include news articles, press releases, blogs, social media posts, videos, and more.

ANALYTICS

Collect and evaluate unique data points to help your company understand the impact of your campaigns and empower the next steps.

Production

PRESS RELEASE DISTRIBUTION

Press releases are distributed to thousands of trusted media outlets to help our clients gain greater brand awareness with their target audience.

MEDIA OUTREACH

The process of connecting with the media to pitch a story to generate earned media opportunities and reach a larger, targeted audience.

EMAIL MARKETING

The process of attracting and capturing the interest of a company's target audience through email marketing campaigns.

Performance

MEDIA COVERAGE

Articles, interviews, and videos are examples of media coverage and are unified by the overarching benefit of building brand awareness and connecting businesses with their target audience.

LEAD GENERATION

The process of creating and capturing interest in a company and its offerings that's designed to develop a sales pipeline, generating leads that turn into sales opportunities.

SEO, WEBSITE TRAFFIC & BRAND AWARENESS

These two aspects of marketing go hand-in-hand as brand awareness increases the number of website visitors which in turn leads to additional opportunities for a company to convert a lead into a customer.



The Hidden Costs of Media & Marketing Communications

The time, staff, and resources required to develop and execute a comprehensive media and marketing communications strategy are extremely costly and are often out of reach for small and medium-sized businesses.

For instance, salaries, benefits, and professional development add up quickly, and hiring in-house staff is not always a guaranteed path to success. Consultants and agencies are expensive and often charge by the hour. Writing and distribution services eat into tight budgets and take a lot of time to learn, coordinate and approve. And most critically, direct outreach takes years of relationship-building in order to be effective.

Sounds like a dead-end, right? Think again! Clients that are part of our MAP reap the benefits of our nearly 20 years of experience, our award-winning press release distribution services, our innovative SaaS platform, and the attention of a dedicated team focused on helping them achieve their unique goals.

You'd be surprised to know our level of service and commitment doesn't come with a hefty price tag. Our services are built with small and mid-sized companies in mind, including those with tight budgets.

We're disrupting the industry for all the right reasons and helping companies improve their digital presence and earn valuable media mentions that translate into leads and ultimately sales.

So, what types of businesses have made the switch?

How Businesses are Transforming Their Owned Media Into Earned with Newswire's MAP

Businesses who have joined our MAP have had success across all industries including technology, e-commerce, health, medical, wellness, business services, law, and others.

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



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

Take a look at our Gb Sciences Case Study and you'll see first-hand the positive outcomes this biopharmaceutical drug company has achieved with our MAP.

[Read More](#)

NEWSWIRE

Get help with your **press release distribution** today!

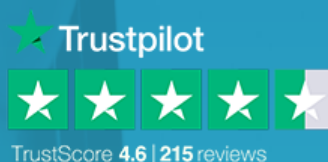
Not sure what you need from a distribution partner or where to start? Newswire's team of expert PR Strategists can conduct a free, comprehensive needs analysis to determine the right solution. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Media Advantage Plan.

Let's Get Started

MEDIA ADVANTAGE PLAN

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

Do you think the Media Advantage Plan might be a good option for you? Click "Let's Get Started" to schedule your free needs analysis to see how Newswire can support your media and marketing efforts!



Google