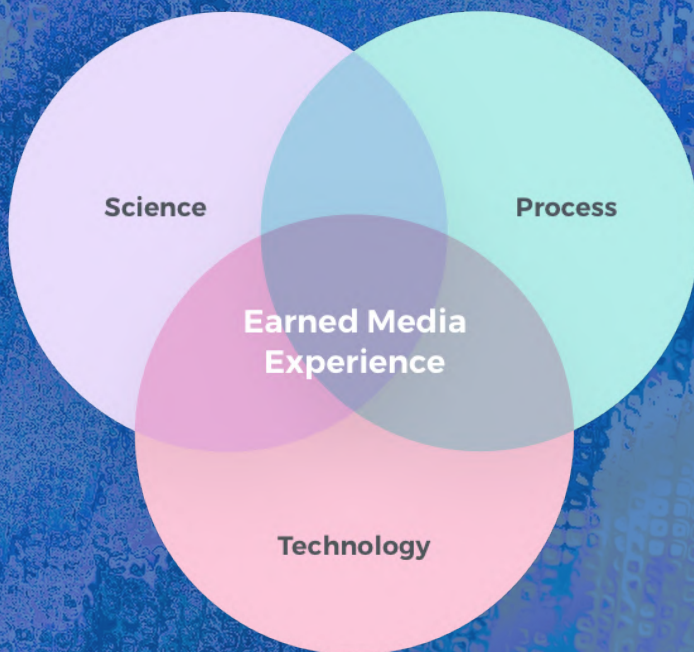


NEWSWIRE

CASE STUDY

How an Integrated Media and Marketing Strategy Results in Exponential Sales Growth



THE CHALLENGE

NewsWire created a strong reputation in the press release distribution sector and was in the process of launching a new program to help complement its services beyond press release distribution.

It needed a stronger going to market strategy in order to shorten the time for awareness and sales conversions. While the brand has been known as a press release distribution provider, the goal was to bring more value to the marketplace with its Service-Based solution.

Following the success of the customer Guided Tour campaigns that generated media coverage, NewsWire practiced what it preached and executed the same strategies to generate its own success.

Many can consider this challenge as a “rebrand” since the business objective was focused on expanding NewsWire’s services to complement its well-known wire services.

The challenge was to help establish greater brand awareness and build momentum with the program in order to reinvigorate sales and the bottomline.

THE SOLUTION

Through a systematic approach by implementing its owned Earned Media Advantage Guided Tour (EMA GT), Newswire was able to accelerate its going to market strategy through consistent weekly press release campaigns to carve out a space in media and in the minds of its customers.

By publishing press releases and campaigns highlighting customer successes of the program, Newswire successfully positioned the new EMA GT program in industry despite larger competitors in the space. The press releases provided a vehicle to help educate and inform as well as showcase and invite prospects to learn more about the Guided Tour.

NEWSWIRE

THE OFFICIAL MEDIA ROOM OF
Newswire.com

Latest Press Releases



PRESS RELEASE JUN 4, 2020

NUTRISHOP® Adjusts to COVID-19 Circumstances, Providing New and Timely Services to Clients

NUTRISHOP®, a client on Newswire's Earned Media

NEWSWIRE

PRESS RELEASE JUN 3, 2020

Adjusting to the New Normal: How Newswire Helps Retailers Reopen Stores

With the right media and marketing tactics, retailers can utilize Newswire's Earned Media

NEWSWIRE

THE VALUE PACK GUIDED TOUR (VP GUIDED TOUR)

Flat Monthly Price to Accelerate Campaigns

Production, Branding and Publicity

Unparalleled value for agencies and businesses seeking to maximize the power of public relations representation

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

1 Capterra 2.5/5 3.5/5 4.5/5 5.0/5

In addition to distribution, the Guided Tour engaged directly with targeted industry publications such as PRWeek and MarTech Series to explore media opportunities regarding the new program and how it adapts to the changing needs of businesses and customers. Through personalized media outreach and engagement, the program enabled Newswire to secure media placements and provide thought leadership in PR.

The Guided Tour also augmented the company's email marketing activities it was currently doing. As a result, the efforts paid off and added a significant amount of revenue growth over month over month.

Newswire delivered the right message to the right audience at the right time through the right mediums which resulted in a significant improvement with its transactions, customer acquisition costs and brand visibility in the marketplace.

THE RESULTS

12

High-value media mentions to leading business publications like Forbes, PR Week, MarTech Series and Business Observer

17%

Open rates through email marketing that targeted key audiences with over 5% CTR generating new leads

47%

Growth in revenue YoY resulting from 53% decrease in customer acquisition costs


By implementing its own Earned Media Advantage Guide Tour, Newswire was able to reinvigorate sales with 42% growth in transactions compared to the previous year. In addition to increased brand awareness, its customer acquisition costs decreased 53% by capturing targeted customers through meaningful and value-driven communications.

Furthermore, the earned media campaigns resulted in numerous highly-valued media mentions from [PR Week](#), [Martech Series](#) and [BusinessObserver](#) in addition to the hundreds of media placements from the technology, business and general interest community.

ForbesBillionairesInnovationLeadershipMoneyBusinessSmall BusinessLifestyleLists

2,160 views | Dec 11, 2019, 08:15am EST

Forbes
Communications Council



EXPERT PANEL

12 Lesser-Known Ways To Ramp Up Your Storytelling Skills

Forbes
Forbes Communications Council
COUNCIL POST | Paid Program
Leadership

POST WRITTEN BY
Expert Panel, Forbes Communications Council

Communications, PR, public affairs & media relations executives from [Forbes Communications Council](#) share firsthand insights.

As far back as humans have been able to speak, the tradition of storytelling has formed a significant part of our culture. Today, even though we no longer speak face-to-face with all of our audience members, we still tell stories.

However, not every storyteller is a master. Some of us spend inordinate amounts of hours reading, researching,

Members share their most effective storytelling tips for brands. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS.

PRWEEK REGIONS [US](#) : [UK](#) : [ASIA](#) : [MIDDLE EAST](#)

[SUBSCRIBE](#)

[MY ACCOUNT](#)

[SIGN OUT](#)



[HOME](#)

Search

Newswire launches Earned Media Advantage Guided Tour

August 27, 2019 by [Sean Czarnecki](#)

Newswire staffers support clients through the press release process.

News



News by email...



straight to your inbox

HOTRIGHTNOW

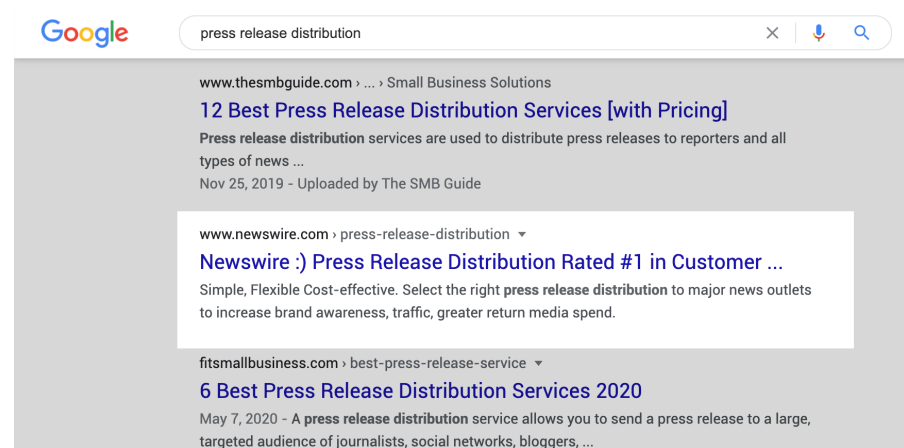
Jaguar Land Rover appoints new corporate affairs director

'Generic statements are a distraction' and 'talk is cheap' - PR leaders on brands supporting Black protestors



The Guided Tour also achieved a healthy average of a 17% open rate which translated to 47% growth in new customers and new prospects as a direct impact of the media and marketing campaigns. By engaging customers and prospects regarding new programs and loyalty discounts, Newswire was able to recapture mindshare, expand services and multiply revenue.

SEO Rankings: Furthermore, the press releases also supported the company's organic SEO efforts which catapulted the rankings for "press release distribution" from position #24 to position #8 on page 1.



IN CONCLUSION



By implementing an integrated media and marketing communications plan that addresses the pain points of a going to market strategy, Newswire was able to replicate the same successes that it has achieved for its own customers.

“We see the everyday challenges facing our customers; whether its media mentions, lagging sales, limited resources and unexpected hurdles in the business arena. By partnering with our customers, we work together to provide an organized, customerized plan as a proven-solution to address those needs,” says Erik Rohrmann, COO and SVP at Newswire.“

"It's rewarding to see our team flourish with customers and with our own Guided Tour. We invite businesses to learn more how proper planning, production and performance can make all the difference with the Earned Media Advantage Guided Tour," says Rohrmann.

To learn more about Newswire's Earned Media Advantage Guided Tour, call 1-800-713-7278 or visit <http://www.newswire.com/earned-media-advantage>