



NEWSWIRE

CASE STUDY

ADHD Online

Fueled by our belief that everyone deserves access to a quality ADHD assessment and continuous care, ADHD Online leads the way in becoming a crucial voice for those struggling with ADHD. Our robust team of industry experts across the United States shares a passion for ensuring patients with ADHD, regardless of who or where they are, can access critical mental health services from the comfort of their homes.

Our founders understand ADHD from both sides. Which means a better approach to care.

We've helped thousands of people just like you get the answers they deserve.



OVERVIEW

ADHD Online has streamlined the process of attention-deficit /hyperactivity disorder (ADHD) diagnosis and treatment so people can get the care they deserve.

The company joined the Press Release Optimizer (PRO) Plan in February 2022 to build awareness for its ADHD testing and assessments.

As part of the PRO Plan, Newswire's team of experts uses the 5 P's of the program to support ADHD Online's mission of building the gold standard in virtual care for ADHD.

- **People** - Clients collaborate with a team of media and marketing experts to achieve their defined goals.
- **Platform** - From wire distribution to media databases and more, clients have access to Newswire's robust SaaS platform.
- **Plan** - Newswire creates a personalized strategy and content plan that aligns with its clients' goals.
- **Performance** - Dig into monthly reporting on progress related to performance-based goals in earned media, search engine optimization and traffic.
- **Production** - Companies can leverage the production capabilities of Newswire's all-inclusive, flat-fee platform including our Press Release Writing services, the creation of custom media lists, and more for their marketing campaigns.

The elements of our full-service program work together to help our clients turn their owned media into earned media.

Here's how we've used the 5 P's to help ADHD Online earn more than **400 media pick-ups** for one newsworthy press release.

PLAN

Since ADHD Online joined the PRO Plan, our team when ADHD Online joined the PRO Plan, our team stepped in and provided support to identify and plan campaigns that helped create a consistent cadence of press releases to build awareness.

As a result of our ability to offload these tasks and its dedication to consistency, it has experienced positive results, including:



- Secured an interview with **DocWire News** (December 2022)
- Earned mentions in publications such as the **Miami Herald**, **Markets Insider**, **KC Star** and **Charlotte Observer**.
- Since the start of last year, ADHD Online's press releases have earned thousands of media pickups and tens of thousands of views.
- CEO Zach Booker featured in the **Neuro Rehab Times**

ADHD Online had the opportunity to build on its momentum and promote its speaking opportunity at the 2022 South By Southwest (SXSW) Festival in Austin.

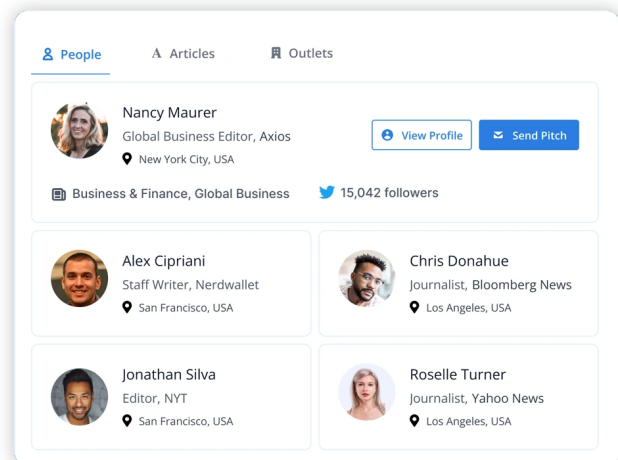
This speaking engagement had the potential to put a national spotlight on ADHD Online and give it the platform to not only discuss mental health but also the business community at one of the largest music and entertainment festivals in the United States.

To share this news, ADHD Online's dedicated PRO Plan team developed a strategy to amplify this announcement and help the company capitalize on the attention from the event.

PLATFORM

To begin, Newswire used its Media Database to identify contacts that either covered mental health or ADHD, specifically.

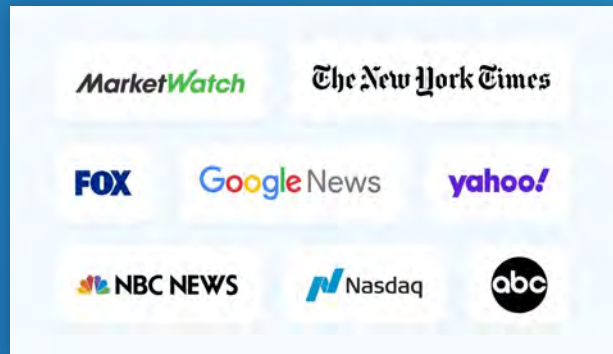
Creating a list of targeted media contacts helps the Newswire team develop pitches with content that's tailored specifically to the media contact. This level of customization improved the likelihood of journalists picking up the story.



PEOPLE & PRODUCTION

Collaboration is crucial to the success of any press release campaign.

ADHD Online gave the Newswire team the necessary information about the event and its presentation plans. From there, Newswire created a writing order that its in-house writing team used to develop the press release content that promoted ADHD Online's speaking engagement at SXSW.



Once the press release was written, reviewed, and approved, the PRO Plan team distributed the content on its National channel. The PRO Plan Strategist then pitched the story to the targeted list of media contacts that cover mental health and/or ADHD.

PERFORMANCE

The combination of a newsworthy press release campaign and strategic media pitching resulted in over **2,400 total views** and more than **400 pick-ups** in media outlets that included:

Miami Herald

Miami Herald

The Miami Herald is dedicated to serving the diverse and growing South Florida region and its people as the community's most credible and dynamic source of news, information, and advertising solutions.

Milwaukee Journal Sentinel

Milwaukee Journal Sentinel

The Milwaukee Journal Sentinel is a daily morning broadsheet printed in Milwaukee, Wisconsin, where it is the primary newspaper.

THE SACRAMENTO BEE

The Sacramento Bee

As the region's leading media company, The Sacramento Bee's print, online, mobile, and direct mail products reach 98% of the Sacramento market.

Boston Herald

Boston Herald

The Boston Herald is an American daily newspaper whose primary market is Boston, Massachusetts, and its surrounding area.

**MARKETS
INSIDER**

Markets Insider

A stock market site by Business Insider with real-time data, custom charts and breaking news. Get the latest on stocks, commodities, currencies, funds, rates, ETFs, and more.

yahoo!finance

Yahoo! Finance

Yahoo! Finance is a media property that is part of the Yahoo! network. It provides financial news, data and commentary including stock quotes, press releases, financial reports, and original content.

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 Press Release Optimizer.

GET STARTED