

NEWSWIRE

Media and Marketing Communication Team

—— SMART START ——

**What does it take to build an effective media
and marketing communication team?**

Thank you for downloading the **Media and Marketing Communication Team Smart Start**.

In this guide we'll explore how Newswire has created a new market by providing end-to-end public relations services and how its industry-leading solutions are helping companies, in a multitude of industries, build brand awareness, improve SEO, increase website traffic, and more.

It Takes a Village: Is Your Organization Prepared?

A sound integrated media and marketing communication plan is the future of public relations and implementing the right strategy can be the difference between your business' success or fading into obscurity.

To that point, carrying out a comprehensive plan requires a level of consistency, diligence, and substantial knowledge in media and marketing communications.

The Earned Media Advantage Strategist

Newswire is committed to putting its customers' interest first by providing a seamless, hassle-free experience to jumpstart a media and marketing communication strategy to gain a competitive edge.

In many cases, businesses lack the knowledge, resources, and staff to create and implement a comprehensive media strategy to compete with the big players in their space.

This is where Newswire's team of industry experts comes into play. With the guidance of an Earned Media Advantage Strategist (EMAS), customers are able to navigate the complex mechanisms required to develop and implement an effective media and marketing communication strategy.

Your On-Demand Team of Experts

Every good plan should begin with research. Together with an EMAS, clients are given a comprehensive needs analysis that identifies key metrics and data points of your business, as well as industry competitors, strengths, challenges, and potential opportunities.

With the goal of efficient implementation and continuing education, the EMAS will serve as your resident expert, providing the leadership and expertise needed to reach and exceed your goals.

A User-Friendly Experience Throughout the Journey

To achieve maximum cost-effectiveness and efficiency, your EMAS will work with you to implement your new strategy using Newswire's award-winning software platform.

Our software delivered as a service (SaaS) eliminates the need for disparate plugins and additional software solutions that can cripple your workflow and increase your time to value.

Your EMAS coupled with Newswire's software technology provides a comprehensive end-to-end service that works for you and mitigates risk while increasing productivity.

Avoid the Costs

The prospect of setting up the infrastructure and assembling the necessary team to implement an ideal media and marketing communications strategy can be daunting.

Newswire's Earned Media Advantage Guided Tour helps customers avoid the time and financial investment of training your existing staff or the cost of employing a full-time equivalent by providing the on-demand expertise of an industry veteran at a fraction of the cost.

By leveraging Newswire's experts and their experience, you'll be able to free up your in-house staff's time and resources to focus on tasks that are essential to keeping your business running smoothly.



Mitigate the Risk

Together with Newswire, you'll witness firsthand every aspect of achieving the Earned Media Advantage. The process is simplified by your EMAS who is instrumental in avoiding the risks involved with:

- Demoing
- Evaluating
- Purchasing
- Training
- Retention

Even after you've made your choice, your potential software solution might not be the right fit for your employees. This decision could prove to be costly well after the initial investment is made.

When working with Newswire your access to our team and our existing infrastructure will facilitate the process of achieving and exceeding your media and marketing goals.

Don't Pay the High Price of Outsourcing

Newswire helps businesses reap the benefits of working with public relations agencies and investor relations groups for a fraction of the cost. While outsourcing may appear convenient at first glance, the upfront cost may be too steep for some businesses to undertake. Newswire's team of industry experts will accelerate your time to market by streamlining your media and marketing communication solutions and keep you informed and in control of the process from start to finish.

The Journey of Transforming Vision to Reality

Newswire's Earned Media Advantage Guided Tour was developed with business executives, marketing professionals, and decision-makers in mind to avoid risks and added costs by becoming an extension of your team without the hefty price tag.

With Newswire, you get more than just software delivered as a service, you get industry expertise, education, time, and resources to deliver the right message to the right audience at the right time.

While on the Guided Tour, customers can:

- Lower costs by eliminating the need to evaluate and implement brand new software.
- Reduce risk involved with training and support by gaining an extension of your team with Newswire's industry experts.
- Increase the value of owned media.
- Accelerate time to market.

Customers save precious time and resources by leveraging Newswire's industry expertise and award-winning technology to turn their vision into reality.



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 to help you meet your needs. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Earned Media Advantage Guided Tour.

Let's Get Started

EARNED MEDIA ADVANTAGE GUIDED TOUR

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

Do you think the Earned Media Advantage Guided Tour 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!

