



NEWSWIRE

# Using Press Releases as a Marketing Vehicle

---

SMART START

---

Why You Should Include Press Releases  
in Your Marketing Strategy

Thank you for downloading this

## **Using Press Releases as a Marketing Vehicle** SMART START

Applying traditional press release distribution in new, unexpected ways is providing businesses with a cost-effective medium for media and marketing campaigns.



**Increase the value of your marketing spend by getting more out of your press releases.**

In the current economic climate, many companies share the same challenge of focusing all their resources on mission-critical tasks: things like payroll; keeping the doors open and the lights on; and ensuring their website is online. For some, this means other important initiatives will be overlooked.

NewsWire's comprehensive press release distribution offers an easy and affordable way to share impactful news. While press release distribution is a good way to make a headline, taking into consideration other factors when crafting your press release can yield long-term value beyond its initial distribution as well.

## The affordability and ease of press release distribution means more volume.

One of the biggest advantages wire distribution services offer is affordability.

NewsWire offers affordable press release distribution through volume pricing which gives businesses a unique opportunity to share several announcements over a period of time.

Testing multiple announcements gives your business the ability to:



- Identify which audiences are engaging with your news
- Test which headlines are most effective in bringing attention to your business
- Analyze views and impression counts, which can indicate campaign performance
- Improve rank in online search with good content and keyword research

Advertising and public relations (PR) campaigns can be costly, with some agencies charging as much as tens of thousands of dollars per month. However, strategic use of wire distribution paired with a smart approach can yield similar benefits for just a fraction of the cost.

## Using data and metrics to your organization's advantage

Press release campaigns behave similarly to advertising campaigns in how they require more data to be effective.

Newsire offers more opportunities for less; with each press release campaign, more data can be collected and used to better target future content. Data collected from campaigns throughout the year will highlight:

- The time(s) of day your audiences are most active
- Which types of news/announcements are most impactful
- Geographic location of people most interested in your news and/or announcements
- Age and gender
- Social media shares

Data is changing the way business is conducted at every stage of the process. From ideation to the moment a sale is closed, there are an infinite number of data points in between that can (and should) be evaluated and tweaked to maximize a business's potential.

## Tracking everything will help your team develop more impactful content

The most successful businesses track everything according to a 2019 article by Venkatesh Shankar, Professor of Marketing and Coleman Chair in Marketing at Texas A&M University, "Walmart collects data on about 1 million transactions per hour."

Each piece of data tracked is called a key performance indicator, or KPI. A KPI is a type of measurement used to evaluate the success of a person, organization, campaign, etc. in a specific activity.

Your organization may already be tracking KPIs, some of which include but aren't limited to:

- Unique website visits
- Sales in a given year
- Downloads in a given day
- Growth in revenue
- Email open rates



## Smart PR means careful targeting and timing

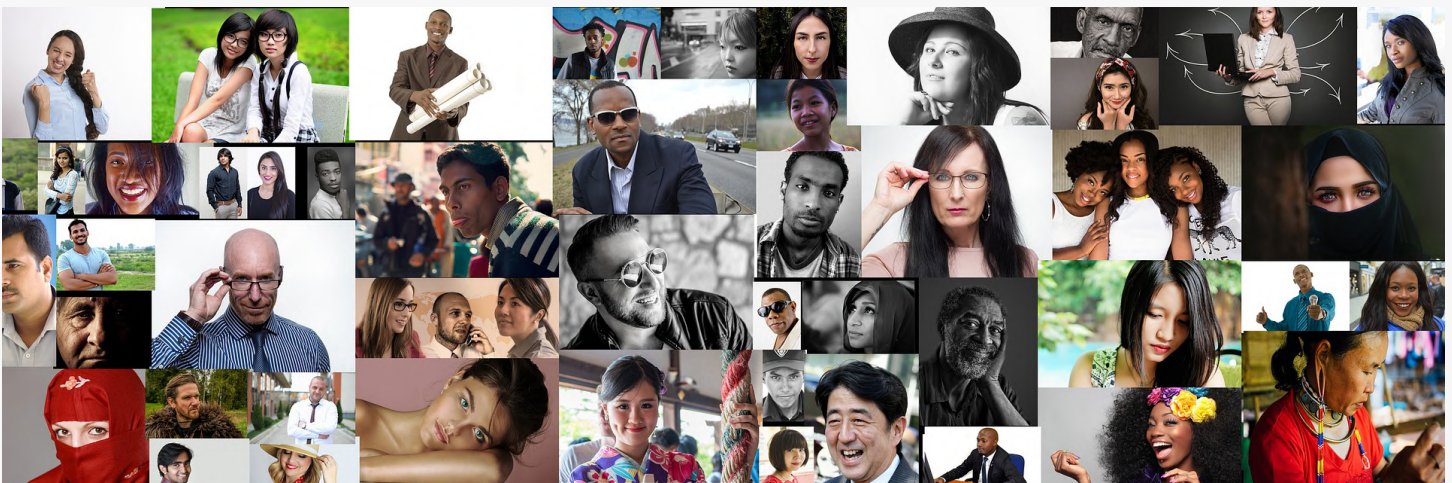
When a customer wins, Newswire wins. That's why Newswire encourages businesses to take a smart approach to their media and marketing communications.



Before putting your next press release campaign together, consider the following:

- Who is the target audience of the announcement?
- What is the announcement?
- Where else can I share the content?
- Why should businesses pay attention?
- When should you publish your release for greatest impact

With substantial data collection, businesses can readily answer these critical questions which are essential to crafting an effective and impactful press release.



# NEWSWIRE

## Get help with your **press releases** and **marketing strategy** today!

Not sure what you need from a distribution partner or not sure 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 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 an option for you? Click above to set up a free needs assessment to see how NewsWire can support your media and marketing efforts today!

