# <u>Tips To Choose A Reputable</u> <u>And Professional pr wire</u>

PRESS RELEASE POWER

#### **How To Pick A Reputable And Skilled PR Wire**

A newswire is a document that contains information about new products or services. It's often used in combination with other types of marketing materials, like press releases and videos. A <u>pr wire</u> can be distributed electronically through email, text messages and social media channels such as Facebook or Twitter. If you're looking for an effective way to promote something new online, then this article will help you understand why choosing the right PR wire service can make all the difference!



#### Know the purpose of newswire services

Newswire services are a way to get your news out to the media, public and world. They provide you with content that is ready-made so that you can simply put it in front of people who want to read about what's happening in your industry.

Newswire services are also useful for getting information out there quickly when something important happens at work or home; this could include an article announcing an employee promotion, event or product launch.



#### <u>Understand the difference between press release and newswire</u> distribution

- Understand the difference between press release and <u>news wire</u> distribution
- Press releases are intended to be read by a limited number of people who are actively interested in your company or product, whereas newswires are sent out to a wider audience that may not have heard about you before but might be interested in reading about what you have to say on their own time (and possibly keeping up with future developments).
- Press releases can be used as one-way communications; however, they do not allow for two-way conversations or feedback loops like those found on social media platforms such as LinkedIn and Facebook where users can comment on posts and engage with other users directly through comments/likes/shares etcetera



#### Know what you want from a PR wire service

Now that you know the difference between a press release and a <u>PR newswire</u>, it's time to start thinking about how you want your message to be presented. What do you want people to know? What angle should they take when reading your story? How can they best connect with your audience?

If you're looking for a quick and easy way to share newsworthy information with the world, consider using one of our free online services instead. For example:\* Press Releases - When we say "free," we mean it! Our platform offers unlimited press releases for free.\* PR Wire Services - If money isn't an issue, these paid options provide more advanced features such as automated email delivery or social media sharing options.\*



#### **Beware of fake press release services**

Now that you know what to look for in a reputable and professional pr wire service, it's time to take a look at some of the most common scams.

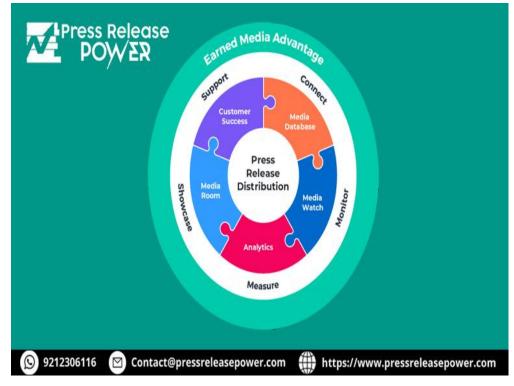
Fake press release services are a scam. If a company offers you an "exclusive" contract on their newsroom, do not sign any contracts or agreements with them. This type of agreement is invalid because it does not comply with federal regulations regarding <u>news wire services</u> contracts (FCC 47 CFR § 180). These regulations require that companies offering press releases be registered with the FCC before they can begin providing services through their own website(s). You should also check with your state's attorney general office or secretary of state office before doing business with anyone who claims they have been granted approval by either agency.



#### **Choose a reliable and professional newswire provider.**

There are many <u>news wire services</u> to choose from. However, you should make sure that the one you choose is reputable and professional.

- Look at their services: What kind of content can they produce?
- Check their pricing structure: How much does it cost per article or other piece of content?
- Look at their history: How long has this company been in business, and how many years have they been providing quality newswire services?



#### The right PR wire can help you achieve your goals

When you are looking for a **prnewswire**, the first thing to consider is what you want from your newswire provider. Do they offer the right services at the right price? Will their service meet all of your needs?

The best way to answer these questions is by asking potential PR wires directly. Ask them about their experience and how long they have been in business; also ask about their knowledge of SEO (search engine optimization) which will help increase your website's rankings on search engines like Google and Bing. If possible, visit their office or talk with someone there who can explain more about what goes into making sure that every piece of information published on their site is accurate and up-to-date.

### PRESS RELEASE WRITING AND DISTRIBUTION

Google News



Creative writing
Press release qualified
content
Use of photos and videos
Quick delivery
Keyword targeted
PDF distribution report

https://www.pressreleasepower.com

## **Conclusion**

If you're looking for a <u>PR wire</u> service, it's important to do your research and choose a reputable provider. There are many options out there and all of them offer different services, so it's up to you to find one that fits your needs. Make sure they have experience working with businesses similar to yours as well as reliable customer service who will answer any questions or concerns you may have throughout this process.

## PRESS RELEASE DISTRIBUTION **TO OVER 250 MEDIA OUTLETS**



MarketWatch https://marketwatch.com **FOX 40** http://www.wicz.com

**FOX 21** http://www.fox21delmarva.com

**Digital Journal** https://digitaljournal.com

**FOX 34** https://www.fox34.com

**Daily Times Leader** http://dailytimesleader.com

Daily Herald http://finance.dailyherald.com

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## **<u>Get in Touch!</u>**

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