WAYS TO MAKE YOUR PRNEWSWIRE RELEASE VISIBLE WITH PRESS RELEASE POWER

PRESS RELEASE POWER

Use Press Release Power to Increase the Visibility of Prnewswire Release

Press Release Distribution Service **PREMIUM PRESS** RELEASE DISTRIBUTION FOR MASS PUBLICITY

If you're looking for ways to make your **prnewswire** visible with press release power, there are some things that you should keep in mind. Press releases are an effective way to market your business and improve visibility but only if you do it right!







Engage with influencers

Influencers are people who have a large following on social media and can help spread your message. You can find influencers by looking at their social media accounts and seeing who they are following or who follows them, as well as what type of content they're posting. Then, reach out via email or DM (direct message) to ask if you could connect them with your company's **pr newswire** release.



Use language that gets attention

- Use short, punchy sentences.
- Use active language.
- Don't use jargon or cliches (unless they're memorable).
- Be bold in your writing--don't be afraid to try humor or be creative with quotes and statistics!



Consider the time and date of your distribution



When you decide to distribute your press release, consider the time and date of your distribution.

- When should I send out a press release?
- What is the best time of day to send out a press release?
- How does time of day affect the visibility of a press release?

Utilize multiple channels for your press release distribution

- Use a variety of channels for your press release distribution.
- Include a link to your press release on your website
- Send your press release to journalists via email
- Submit your press release to search engines like Google, Yahoo!, Bing and Ask Jeeves (AOL)
- Post your <u>news wire</u> as an update on Facebook or Twitter



Press releases are important because they highlight your brand,

Press releases have been used for centuries to inform people about current events and to promote products or services. They're still used today as a way to get the word out about something new or exciting that you have going on in the world of business or entertainment. A press release is basically an article written by a company that announces something interesting happening with them (for example: "Our CEO has just been named one of Forbes' Top 100 Most Powerful Women" or "We've released a new product line!"). You can use this newswire worthy information as part of an SEO strategy so that it shows up when someone searches for keywords related to what's being announced in the press release--and potentially drives traffic back up through links from sites such as Google News or Yahoo! News where those articles appear regularly too!

Be sure to include important contact information in your press release

- Be sure to include important contact information in your press release so that journalists can get in touch with you for more information.
- Your name and contact information: Include a sentence or two about who you are and what position within the company or organization (if applicable) you hold, along with an email address where journalists can reach out for more questions, comments or interviews.



Conclusion

businesswire and increasing visibility. The key is to follow these tips so that you don't waste your time or money on a weak product that doesn't do what it promises. Remember, there's no one right way to use press release distribution as long as it serves its purpose well!



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