

Top 10 Reasons to Send a Press Release

10. ARCHIVE

Keep an official record of your organization's events and activities.



9. EXPERTISE

Establish your organization & leaders as expert sources on key topics.

8. MOBILE

Make your story accessible on every platform your audience is using.

7. SOCIAL

Tweet directly from your content to generate awareness and traffic.



6. MULTIMEDIA

Enrich your story and increase views with photos, videos and infographics.



5. TARGETING

Reach many readers – or pinpoint the niches most interested in your story.



4. PLACEMENT

Share your content through syndication on highly trafficked and specialty sites.



3. DISCOVERY

Get your messages found by sharing them through a large distribution network.

2. AUTHORITY

Clearly convey your organization's official POV to your constituents.

1. PICK UP

Gain powerful exposure from the earned media attention of print, online, radio & TV.



For further details, see our blog post, "The Top 10 Reasons to Send a Press Release."

<http://blog.prnewswire.com/2013/08/12/the-top-10-reasons-to-send-a-press-release/>

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