

**NEWSWIRE**

# **How to Maximize Press Release Distribution Efforts**

— SMART START —

**A comprehensive guide on how to use the  
Media Advantage Plan (MAP) to modernize  
press release distribution for maximum exposure.**

## Thank you for downloading this **How to Maximize Press Release Distribution Efforts** Smart Start

This guide will focus on the fundamentals of the Media Advantage Plan (MAP) and how it's designed to put small and mid-sized businesses in a position to secure the most relevant and suitable media coverage that generates real results and true value.

In 2020, almost half (48%) of U.S. adults received news through digital sources often or occasionally.

### Meet the MAP

Because there are other viable marketing channels brands can use to build awareness such as social media, content marketing, and paid search, many think press release distribution is an outdated method.

Some would even venture to say it's useless.

Well, we'd have to agree with them. Traditional press releases that simply tick off a box on the to-do list are useless because they don't leverage the full potential of this channel.

As an industry leader in press release distribution services, we noticed this gap and since 2005, have been filling it with our robust SaaS platform, enriched press release distribution network and the expertise of our team to help companies turn their owned media into earned media.





The result of our continued, and somewhat obsessive approach to reinvigorating press release distribution led us to develop the Media Advantage Plan (MAP).

This innovative program provides companies of all sizes and industries with cost-effective press release distribution services to reach their target audience and get more value out of their campaigns.

In addition to the reach and value, clients that are part of the MAP earn media mentions in top-tier publications such as Fast Company, Forbes, The Wall Street Journal, Yahoo!, and USA Today to name a few.

These features help our clients achieve short- and long-term marketing and business goals.

## **What's it like to join the MAP?**

When a client joins the MAP, they're not just part of a program. They gain a full-service press release distribution partner that prioritizes client collaboration and open lines of communication.

The ongoing collection and analysis of information helps us help its clients stay in front of their target audiences and capture the attention of relevant media publications to build brand awareness, attract website traffic, improve SEO performance, increase sales and more.

And, the metaphorical cherry on top is that we act as an extension of our clients' teams for a fraction of the cost of working with an agency or hiring a full-time employee.

**Pay less & generate more positive outcomes.**

That's a business investment that's worth its weight in gold.

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# What's included in the MAP?

When customers join the MAP, they gain the competitive edge required to compete for awareness and market share which in turn accelerates sales.

The MAP pairs clients with our experts who customize a media and marketing communications plan and handles all campaign production, delivering a cost-effective solution at an unbeatable value.

Here's what's included in the MAP:

## GO-TO-MEDIA

Identification of campaign topics and target media outlets as well as the names of relevant reporters and journalists to effectively pitch campaigns.

## CAMPAIGN CALENDAR

Campaign topics are mapped out in advance, to help drive a consistent cadence of content, connectivity and value.

## OWNED MEDIA

Content a brand owns including organic social content, email marketing campaigns, and educational resources (like white papers).

## GO-TO-MARKET

A customized, strategic approach that uses targeted messaging that drives website traffic, awareness and engages potential customers.

## EARNED MEDIA

Attention earned from methods other than paid advertising including features, mentions, and byline contributor opportunities

## PAID MEDIA

A marketing tactic that bolsters the targeted reach of content through paid promotions. Examples include advertising, content syndication, and sponsored content.



## The Five P's of the MAP

At Newswire, we emphasize **People, Platform, Plan, Production** and **Performance** to carefully craft custom strategies to turn our clients' owned media into earned media, helping them stand out in their respective industries.

### PEOPLE

Newswire provides an Account Manager as a single point of contact who helps to coordinate a specialized team of Newswire experts to support production of campaigns including writers, earned media specialists, digital marketing specialists, campaign managers, and executive sponsors.

### PLATFORM

We combine our team's industry knowledge with our Platform which includes a media database, media watch, press release distribution, custom media room, email marketing for engaged prospect nurturing, and analytics.

### PLAN

Newswire's MAP team designs and deploys a customized year-long media and marketing strategy for your business, blending earned, owned and paid media. Our team works with yours to identify target audiences, publishers, journalists, calls to action and the publishing cadence.

### PRODUCTION

The MAP blends press release writing and distribution with high-touch media pitching and email marketing. We connect with the media on your behalf to pitch each story we write for you, and we capture additional interest and value through targeted email outreach aimed directly at your potential customers.

### PERFORMANCE

We provide monthly reporting calls to review progress toward performance-based goals in Earned Media, Lead Generation, Search Traffic, SEO and more.

# Is the MAP right for you?

With varying program levels, our MAP provides brands with customizable plans that fit their needs and deliver positive results that move the needle for their business.

Trust is predicated on experience and with 20 years and counting in the industry, we continue to evolve with the market to better serve our clients.

If you'd like to learn more about how our MAP is helping companies meet and exceed their media and marketing goals, we encourage you to check out our case studies.

NEWSWIRE

CASE STUDY:  
Let's Talk Interactive

Learn How Newswire's Media Advantage Plan Helps Let's Talk Interactive Position Itself as a Leading Provider of Telehealth Technology and Solutions

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This case study cover features a blue background with a blurred image of a laptop screen. The Newswire logo is in the top left, and a compass rose logo is in the bottom right.

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CASE STUDY: energyware™

Learn how Newswire's holistic approach to media and marketing communications helped energyware capitalize on opportunities that have led to increased brand awareness, strengthened authority, and more.

NEWSWIRE

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CASE STUDY: CyberLandr

How a Software & AI Company Identified Demand in a New Industry, Generating \$80 Million in Preorders on Newswire's Media Advantage Plan

NEWSWIRE

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# 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 **Media Advantage Plan**.

**Let's Get Started**  
MEDIA ADVANTAGE PLAN

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

Do you think the Media Advantage Plan might be an option for you? Click the Let's Get Started button above to set up a free needs assessment to find out how **NewsWire** can support your media and marketing efforts today!

