



Traditional Press Release – Out – Online News Releases are IN



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**Take a good look around you. It is everywhere.**

**Television. Radio. Internet. Blackberry.**



**You can't escape news. 24/7.**

If it is your job to 'get the word out' – how do you cut through the clutter?

You need to use the right tool for the right times:

**Online News Releases**

## How We Got Here

Press releases used to be written by public relations professionals exclusively for the media. The media (primarily huge news conglomerates and major trade publications) would then determine what would interest their readers, and/or was 'fit to print'. The editor, publisher or producer said 'yes' or 'no' – end of story.

Then investigative news was the hot thing – news was uncovered... The press release became an often cursory, obligatory, mechanical communication for numerous American businesses. Got big company news, need to release financials or want to comment about an unfortunate incident? Just issue a press release...

### **But that was before the Internet.**

Now, the online news release is one of the most important marketing tools your company can possess – but the rules have changed...

#### **The rules for online news releases**

- Don't just send news releases when 'big news' is happening; find good reasons to send them all the time
- Instead of just targeting a handful of journalists, create news releases that appeal directly to your buyers
- Write releases replete with keyword-rich copy
- Create links in releases to deliver potential customers to landing pages on your website
- Optimize news release delivery for searching and browsing
- Drive people into the sales process with press releases

(Source: David Meerman Scott, The New Rules of PR)

# Changes in Media Consumption

We are still addicted to news – maybe now more than ever -- but how we get news has changed. With the advent of the Internet, cable and satellite innovations, and the tidal wave of portable communication technologies – traditional mainstream news is losing ground. Between 1994 and 2004:

- 27.6% decline in the readership of newspapers
- 23.4% decline in viewership of local TV news

**The picture is far more optimistic for American online news consumption:**

- 80 million turn to the Internet for news daily
- 100 million go to news portals like Yahoo! and Google
- More than two-thirds of the global online community accesses social networks or blogs

Now organizations are able to use their news to build online visibility, increase rankings in search engines and appear on highly trafficked news sites. Regardless of company size or budget, PRWeb can help you to reach the people you want to reach, whenever and wherever they access the Web.



# News About News

The dramatic changes in media consumption transformed the essence and format of information. Today's online news can be characterized by four major trends:

## - Conversational

Consider a soccer mom reading news from an email on her Blackberry, a lawyer surfing the Web during a conference call, a teenager researching a school paper, a grandparent reading the newspaper online and a journalist using RSS feeds to scan headlines for topics – they may all see the same item, each processes it differently. Items should be friendly, informal and able to gain, as well as hold, the reader's short attention span. Simplicity is key.

## - Interactive

The reader is no longer a passive recipient of news. One of the biggest changes in consumption is the idea that the reader can ACT on your news item immediately. Opportunity to comment on the story, forward it to others, drive traffic to your website or link to areas of interest should be included to add credibility and buzz.

## - Multimedia Enabled

Combining traditional content with multimedia applications yields higher retention rates and drives further action. Text can only do so much for you; kick it up through images, video and audio to truly make an impact.

## - Community / User driven

Social networks and blogs have surpassed email in global popularity and are growing at a rate three times faster than overall internet growth – leveraging user driven content can provide dramatic results:

- 57 million Americans read blogs
- Over 50% of journalists read blogs
- Wikipedia places in the Top 10 results for Fortune 500 brand names
- Digg has more daily traffic than the New York Times
- More than half (55%) of all online American youths ages 12-17 use social networking sites
- In April 2006, 35,000 new videos were being posted daily to YouTube

(Sources are listed as: Pew Internet and American Life Project, Euro RSCG and Columbia University, MediaPost, Associated Press)

Compelling content is a great start, but this content has to reach interested readers. One of the best ways to increase the reach of your news is to use a news release distribution service – PRWeb:

- expansive distribution to online news services including Yahoo! News, Google, Lycos and many others
- ability to be included in more than 250,000 RSS feeds
- targeted delivery to specific audiences (reach trade and industry website)
- efficient pipeline to attract journalists, bloggers, media outlets and consumers



# Old versus New

Since all the rules about news have changed – you need to change with them. With Web-based access to information, consumers and journalists can pick and choose how they receive – and use – this information.

Old Way	New Way
Distribute through proprietary databases to only media	Make press releases available to everyone on the Internet <ul style="list-style-type: none"> <li>• Huge audience – more than 100 m people use search engines every day</li> <li>• &gt; 250k subscribe to PRWeb RSS feeds</li> <li>• Media relies on search engines like Google and Yahoo! to find news</li> </ul>
Text only	Multimedia including images, video and audio <ul style="list-style-type: none"> <li>• Video improves the likelihood of action</li> <li>• Images lead to higher click thru rates</li> </ul>
Send news to only traditional media	Send news to traditional media AND bloggers and websites <ul style="list-style-type: none"> <li>• PRWeb news #1 referenced in the blogosphere (Technorati)</li> </ul>
Measure hits in mainstream media only	Measure results by number of media hits, SEO statistics and website traffic analysis <ul style="list-style-type: none"> <li>• PRWeb has more traffic per release than any other news-wire (according to Alexa)</li> <li>• More than 30,000 publishers republishing our news</li> </ul>
Provide access to a release for 30 days	Make a release available online forever
Higher priced, word limits, fees for additional features	Low fixed costs

## Why PRWeb

PRWeb sets the standard for the distribution of news online. From the smallest business to the Fortune 500, PRWeb has helped more than 40,000 organizations maximize the online visibility of their news.

During the past decade, PRWeb has been at the forefront of innovation, redefining the traditional press release and changing forever how organizations distribute their news. With PRWeb, press releases are no longer used just to reach the media, but to deliver news to the world.

There are four levels of news release services that contain progressively increasing degrees of distribution, display features, SEO and social media functionality and reporting capabilities to meet the goals of your company. All include:

- Distribution on top sites like Yahoo! News and Google
- Permanent hosting on PRWeb.com
- Multimedia image and document attachment
- Ability to track results on reads and impressions in real-time

For a fraction of the cost of traditional press releases, you can send your news release through PRWeb to tell your story online, increase your search engine ranking and drive traffic to your website.

Regardless of company size or budget, PRWeb offers everyone the opportunity to decide what news is and provide it directly to the people who they want to reach.

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## About PRWeb

PRWeb is recognized as a leading online news and press release distribution service worldwide. Since 1997, PRWeb has been changing the way businesses, marketing departments and public relations firms think about press releases. PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication and to build and offer a search engine optimized platform for press release distribution. PRWeb, located in Ferndale, WA, is a wholly owned subsidiary of Vocus, Inc., a leading provider of on-demand public relations management software. For more information please visit [www.prweb.com](http://www.prweb.com).

