



ROLE OF PR CAMPAIGNS IN MARKETING

Now at the age of high speed Internet marketing with help of SEO (Search Engine Optimization) and SEM (Search Engine Marketing) the role of online News Distribution Services and PR Companies are on the rise, and the Internet is flooded with wired news every day. This trend though very beneficial to any editor, journalist or a web master, it is very hard to identify the right news from millions of news items that are posted everyday in various paid and free press release distribution services. Now as a business promoter how do you then make yourself visible to these editors and publishers who are swimming in this information overflow? And also, how do you intend to utilize the SEO tricks in the same press release to gain a better page rank? For making a PR Campaign successful all you have to do is follow some basic thumb rules: a) Make it Brief: The golden words are 'do not speak much when there is not much to speak about – speak only what editors are looking for – that interesting news element'. At the same time do not make sentences long but make them short instead. b) Make it Simple: Try not making a single press release to speak for all your services and achievements. Best idea is to break them up in a series of press releases with each having its unique embedded news element in it. If you have five services to offer then make five press releases and please do not post them on the same day. You surely do not want your press releases to compete with each other, do you? c) Keep the News Element in the Release: What most people confuse is consider a Press Release to be a Larger Classified. I dare to interrupt here and say to those marketing gurus that - It is Not. You have to make your Press Release to be 'News Worthy' to an editor or publisher. For example if you want to speak about your mortgage service - start the press release by making a headline, "Mortgage Company Invites Applications." We all know mortgage companies are always on the look out for new clients, but with this kinda 'Newsy' headline you are making it a News Item. d) Optimizing a Press Release: In the press release distribution sites that give you the chance to optimize your press releases, always opt for the PR Optimization. This will create a valuable link back to your website with the key words of your choice. So for your mortgage company - do not say 'click here' and give the link, instead say - visit 'Mortgage Company' and link the words 'Mortgage Company' to your website. e) The Character Limits: Ideally speaking follow what I call "The Rule of 5x10"* Headline should not cross 50 Characters* Press Brief 500 Characters* News Details should not cross 5000 Characters. The Most important Do Not regarding your PR Campaign: Do Not Spam a Press Release – it will only create a negative impact on your business, instead of generating a good editorial review of your products and services. The final words are, if utilized properly, PR campaigns can create a huge positive impact on your overall business process.

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