

Make Connections with Journalists, Bloggers and Customers

Use tools like CisionWire to bring your story to the world.

Now that you have your story to tell, how do you reach your target audience? The Internet offers you the most effective, easy and cost-efficient ways to do so.

Web-based news distribution services like CisionWire let you get your news out at little or no cost. CisionWire has thousands of subscribers and millions of unique visitors among media and influencers. It lets your small or mid-sized business deliver news to the world to:

- ▶ Generate traffic to your website
- ▶ Reach consumers directly to increase sales and leads
- ▶ Create social media buzz
- ▶ Improve your business's name recognition and reputation, and
- ▶ Extend the life of your search-optimized news release

CisionWire uses both traditional “push” distribution, which allows the widest possible audience to see your news release, and “pull” techniques that deliver it to motivated journalists and consumers who are already following stories such as yours.

CisionWire get the news out about your company in a number of ways:

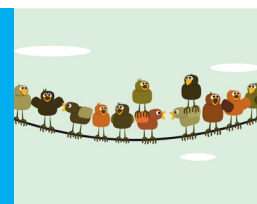
Search engine optimization. CisionWire enables search engines to easily find your news release, photo or video by “tagging” the key words that appear in the news release or page description. Then search engines like Google, Yahoo! or Bing make it more prominent and readily available to the journalists and consumers who are searching the Internet for the key topics contained in your release or video.

News delivery to “pre-qualified,” interested audiences. CisionWire has thousands of media contacts – journalists, bloggers, and social media influencers – who subscribe to more than 400 RSS feeds. Their subscription tells CisionWire the sort of news or subjects that they care about, and CisionWire delivers your news right to their desktops and smart phones.

Broad distribution via Web and wire. CisionWire also has optional distribution techniques. Its web service connects you with over 3,500 top online news websites, and it has local and national “wire service” that can get your news to thousands of newspapers, news wires, business and trade journals, and broadcast media.

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A Cision Best Practices Tip Sheet



A permanent “go-to” source for news about your business. Your CisionWire company newsroom functions as a permanent online repository of optimized news releases, photos, company profiles, contact information, and more – driving more traffic to your own website.

And remember that your company website is also an essential way to get the news out about your business. Post your press releases in the “news” or “press room” section of your website. Make sure you tell your company story throughout your site, so that the media, customers and prospects have a clear understanding of what you do and the value you deliver.

Social media like Twitter and Facebook are two other excellent methods of letting people know about your news. On your Twitter account, you simply need to post a link to the news with a brief description to inform your followers. You can also post links to your news on your Facebook fan page.

Using CisionWire, your website, and social media enables you to take an integrated approach to reaching people who are interested in your business – and to identify and attract people who should be interested in it.

