

Does your **CONTENT** have what it takes to win?


STORYTELLER LANE

START HERE

Is it **ENTERTAINING** or **HELPFUL**?

Is it **RELEVANT** to your audience?

Can you **NEWSJACK** a trending conversation?

Your content *must be of high value to your audience.* Otherwise, it's not worth the effort. 

Content LAND

FUN for ALL COMMUNICATORS

PR • IR MARKETING

Your **HEADLINE** evokes yawns! **Punch it up**

Your **LONG 'GRAPHS** are a snoozefest! **Add subheads & bullets**

THE LAND of NODS

 To generate new leads, you need to **grow your audience**

Use **important KEYWORDS** or phrases

Add a **VIDEO** to build an emotional connection

Include an **INFOGRAPHIC** to simplify your idea

Add a **PHOTO** to draw attention

Add a **LOGO** for a quick brand impression

 Adding multimedia to press releases **increases visibility** by up to **5,000%¹**

DISCOVERY DEPOT

Post to your **WEBSITE** or **BLOG**

Push out via **SOCIAL & EMAIL**

DISTRIBUTE to unknown audiences

MOUNTAINS of ENGAGEMENT

Add visuals to increase **SOCIAL** likes & shares

Tailor your content for **MOBILE DEVICES**

Get **TWEETS** Keep headline under 100 characters

CONVERSION CITY

Don't forget to add a **MEDIA CONTACT**

Include a clear **CALL TO ACTION**

FINISH: EARN MEDIA PICKUP & GENERATE NEW LEADS!

 On Facebook's top brand pages, **videos are shared 12 times more often** than text²

Expert content is more effective than branded content at every stage of the marketing funnel:³
+ 38% in awareness stage
+ 80% in explore stage
+ 80% in consideration stage



CONGRATULATIONS!
Your content generated awareness and leads to help drive revenue.

SOURCES: 1) SOURCE: PR NEWSWIRE, 2014 2) INC. MAGAZINE, 2013 3) NIELSEN, MARCH 2014
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