

# Top 10 Reasons to Send a Press Release

## 10. ARCHIVE

Keep an official record of your organization's events and activities.

## 9. EXPERTISE

Establish your organization & leaders as expert sources on key topics.



## 8. MOBILE

Make your story accessible on every platform your audience is using.



## 7. SOCIAL

Tweet directly from your content to generate awareness and traffic.



## 6. MULTIMEDIA

Enrich your story and increase views with photos, videos and infographics.



## 5. TARGETING

Reach many readers – or pinpoint the niches most interested in your story.



## 4. PLACEMENT

Share your content through syndication on highly trafficked and specialty sites.



## 3. DISCOVERY

Get your messages found by sharing them through a large distribution network.

## 2. AUTHORITY

Clearly convey your organization's official POV to your constituents.

## 1. PICK UP

Gain powerful exposure from the earned media attention of print, online, radio & TV.



For further details, see our blog post, "The Top 10 Reasons to Send a Press Release."



**PR Newswire**

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