

CONTENT MARKETER'S SECRET WEAPON

WebMax: Cision Distribution by PR Newswire's Content Syndication Network

CISION
PR Newswire

CHALLENGE:

Amplifying content marketing campaigns

Whether your goal is to acquire new audiences or gain market share, organically expanding your brand's digital footprint has never been more important. That's because 70% of people want to learn about products and services through content instead of advertisements¹. Earning business results -- driving demand and engagement -- from target audiences is a key challenge for all communicators. In fact, according to HubSpot, one of marketing's top priorities is content distribution and amplification².

RESULT:

Brands lack an effective content distribution strategy

Brands today are publishing more content than ever before but most lack a successful distribution strategy. According to the Content Marketing Institute, 78% of the most effective content marketers use newswire services as part of their content promotion strategy and 32% use content syndication services³.



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SOLUTION:

Online syndication & content promotion with WebMax

WebMax is our online distribution network that reaches major media websites, trade pubs, search engines and blogs. Leverage our multimedia and social distribution channels and our industry-leading digital footprint to increase the opportunity for new targeted audiences to engage with your content.

3x more search referred traffic is driven to PRNewswire.com vs other syndication networks⁴

KEY CAPABILITIES

WHAT IT DOES?

HOW IS IT DIFFERENT?

REACH NEW AUDIENCES

WebMax syndicates content to thousands of major media, industry, trade, regional and sector websites, across the United States and the world.

PR Newswire is the only press release platform to utilize a unique distribution widget to grow our online reach significantly faster and deeper - gaining access to niche industries.

BOOST SEARCH VISIBILITY

Boost your search visibility and drive web traffic by posting your content to the industry's largest and most authoritative web property, PRNewswire.com.

PRNewswire.com's search referred traffic is 3x higher than our closest competitor, which proves Google trusts PRNewswire.com to provide accurate, relevant content for their audiences⁴.

ENGAGE WITH MULTIMEDIA

Distributing rich multimedia with your content to downstream syndicated websites is proven to increase engagement with your content.

PR Newswire has the most robust multimedia distribution network, deepest reporting and analytics, most flexible product options, and the easiest workflow to showcase your multimedia assets

SPARK SOCIAL ENGAGEMENT

Reach and drive engagement from targeted social audiences by having us tweet your news from our industry-curated Twitter handles.

PR Newswire has cultivated nearly 50 industry-specific Twitter handles to help drive social engagement from our 64,000+ followers.

Cision delivers content to identified influencers and outlets, measures the reach and **demonstrates the impact and value of the business results you drive.**