

Understand the True Value of Online Press Releases

Welcome!

The presentation will be starting shortly.

Understand the True Value of Online Press Releases


Jiyan Wei
Product Manager
Vocus, Inc.

The ROI of Online Press Releases

The table below shows the costs of these releases, their distribution, and the direct, measurable results of each:

Press Release Campaign Summaries				
Release	Distribution	Cost	Direct Traffic	Interviews
PR1	Florida wires; 200 editors	\$165	589	0
PR2	Free wires; 200 editors	\$0	366	0
PR3	Arizona, Florida wires; 200 editors	\$330	285	2
PR4	Florida wires; 200 editors	\$165	775	0
PR5	Free wires; 200 editors	\$0	319	0
PR6	Florida wires; 200 editors	\$165	456	2
PR7	Florida wires; 200 editors	\$165	274	2
Total		\$990	3,064	6

Web traffic from press releases was 20% less expensive than online advertising.

 **What You Need To UNDERSTAND:** In seven press releases issued over a six-month period, we were able to generate more than 3000 direct visitors and six interviews, which went on to create additional traffic.



Shel Holtz, ABC

- **Principal, Holtz Communication + Technology**
- **SNCR Founding Fellow**
- **30+ years of communication experience**
- **Focus on strategic corporate communication and online communication**
- **Author or co-author of six books on communications**
- **IABC Fellow (2005)**



Dr. Mihaela Vorvoreanu

- Assistant professor, Communication Studies - Clemson University
- 2008 SNCR fellow
- Research and teaching interests: public relations and new communication technologies; the impact of online communication on public relations practice, culture, and society
- Research published in journals such as *Public Relations Review* and *the Journal of Website Promotion*
- Blog: www.prconnections.net Twitter: @prprof_mv



Jen McClure

- Executive Director, SNCR
- Communications professional with 20+ years of experience in all aspects of communications, including market and media research, journalism, media relations, public relations, strategic communications and marketing
- Co-founder and CEO of Albrycht McClure & Partners
- Recipient of the 1993 and 1994 Eclat Award for Marketing Excellence
- Stanford University M.A.



Research Methodology

About the Society for New Communications Research

- **Nonprofit think tank dedicated to the latest developments in new media and communications and their impact on traditional media and business models**
- **Bridges the academic and theoretical with the pragmatic implementation of new media and communications tools and methodologies**
- **Research team brings diverse expertise and perspectives**

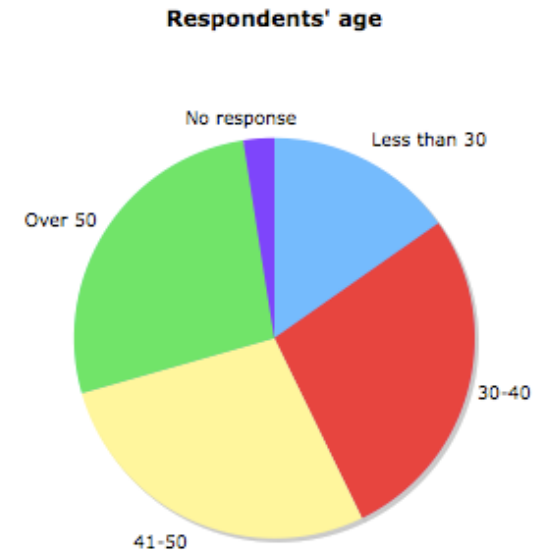
Research Methodology

- **In-depth quantitative and qualitative study**
- **Survey informed by in-depth interviews with PR and marketing professionals**
- **Survey conducted in conjunction with TWI Surveys over a two-week period in March/April 2008**
- **423 respondents – primarily North America**
- **Sample: PR, Marketing, SMB owners/managers**
- **Qualitative: In-depth case studies with PR and marketing professionals**

Sample

Online survey

- March 31-April 16, 2008
- 423 respondents:
 - Marketing professionals (32.9%)
 - PR professionals (30.1%)
 - Small business owners (23.7%)
 - Primarily U.S. (83.9%)
 - Type of organization:
 - Service/retail (52.6%)
 - Technology (24.6%)
 - Other: nonprofit, government, manufacturing, resources



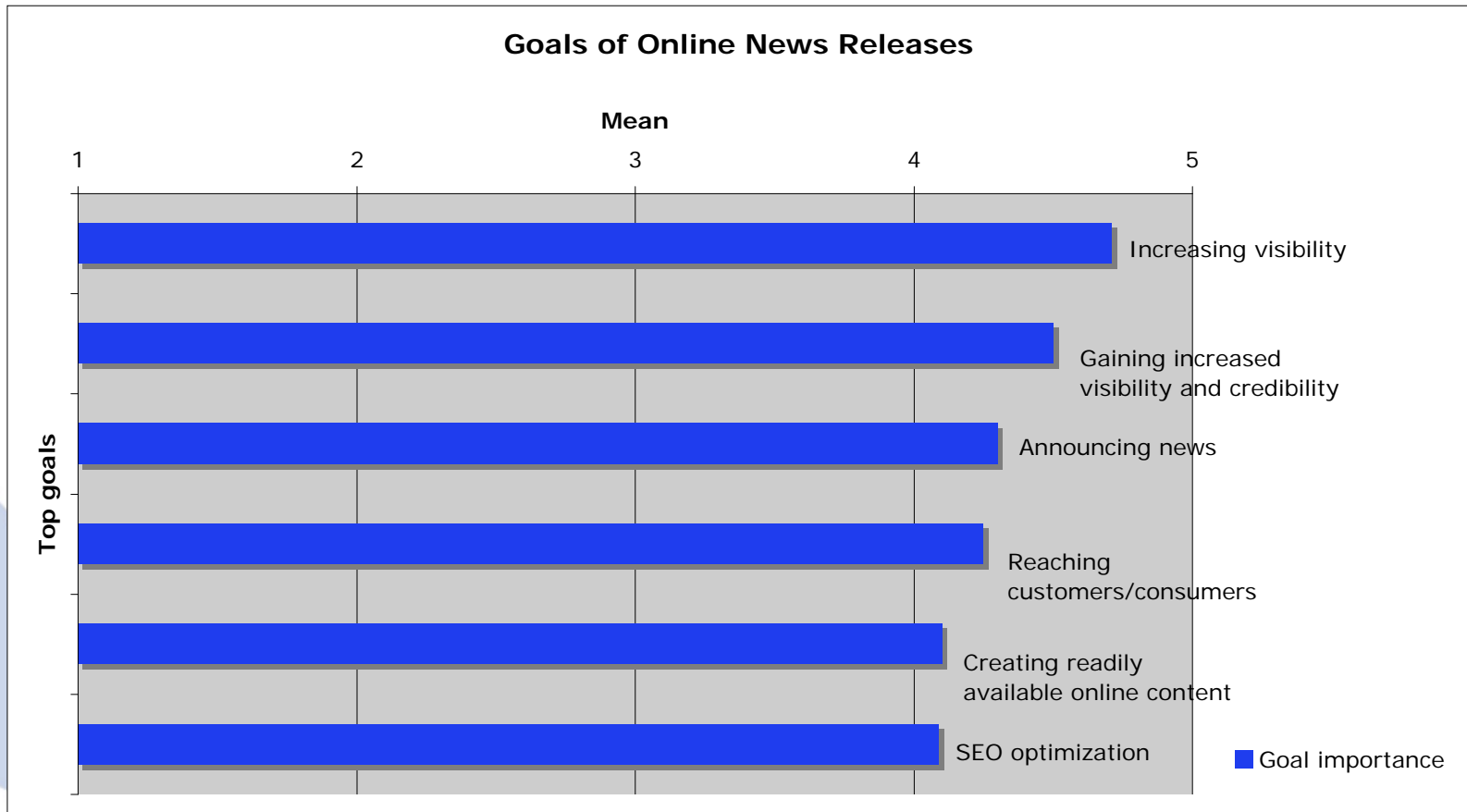


Dr. Mihaela Vorvoreanu
2008 SNCR Fellow and Assistant
Professor at Clemson University



Results Highlights

Goals of Online NRs

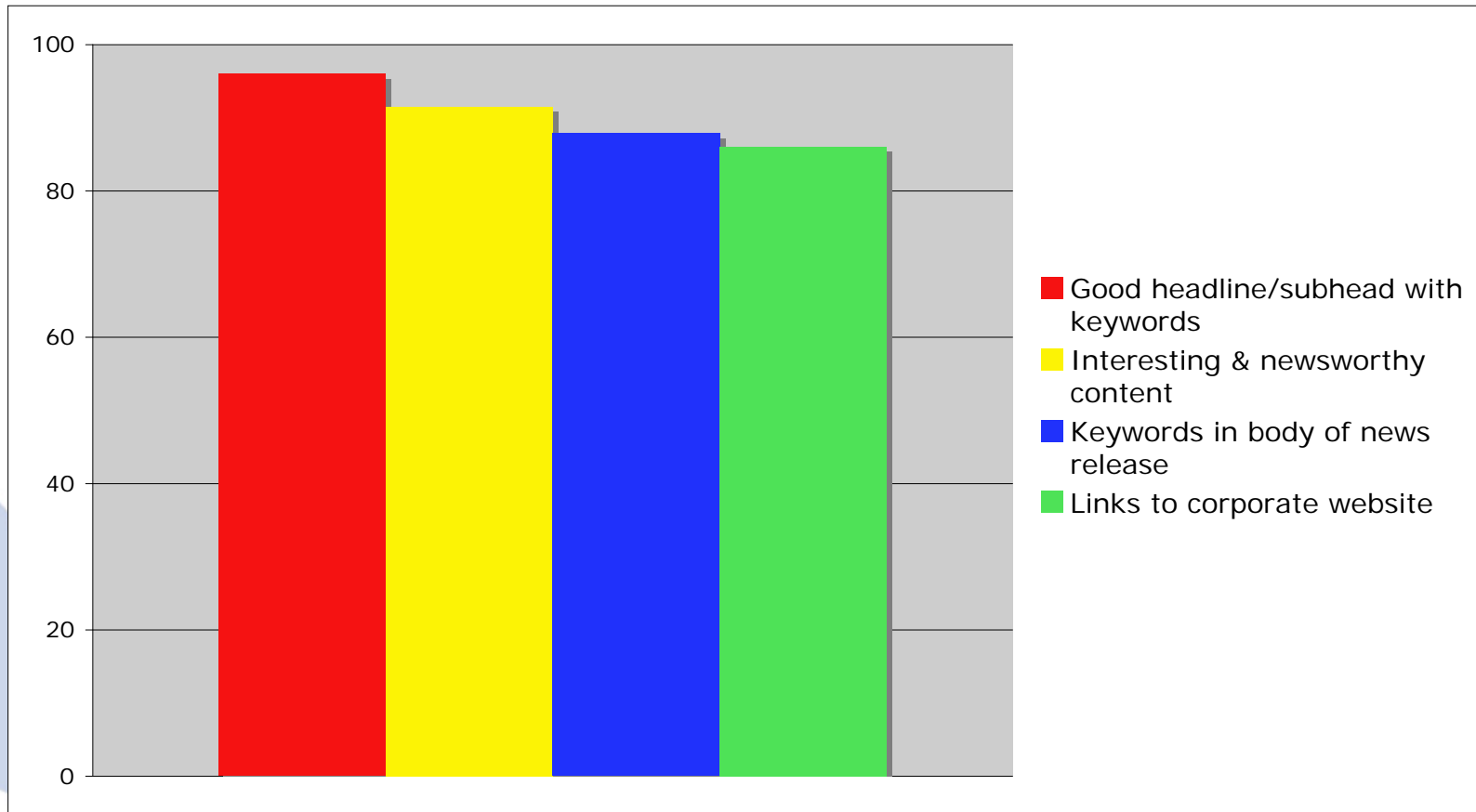




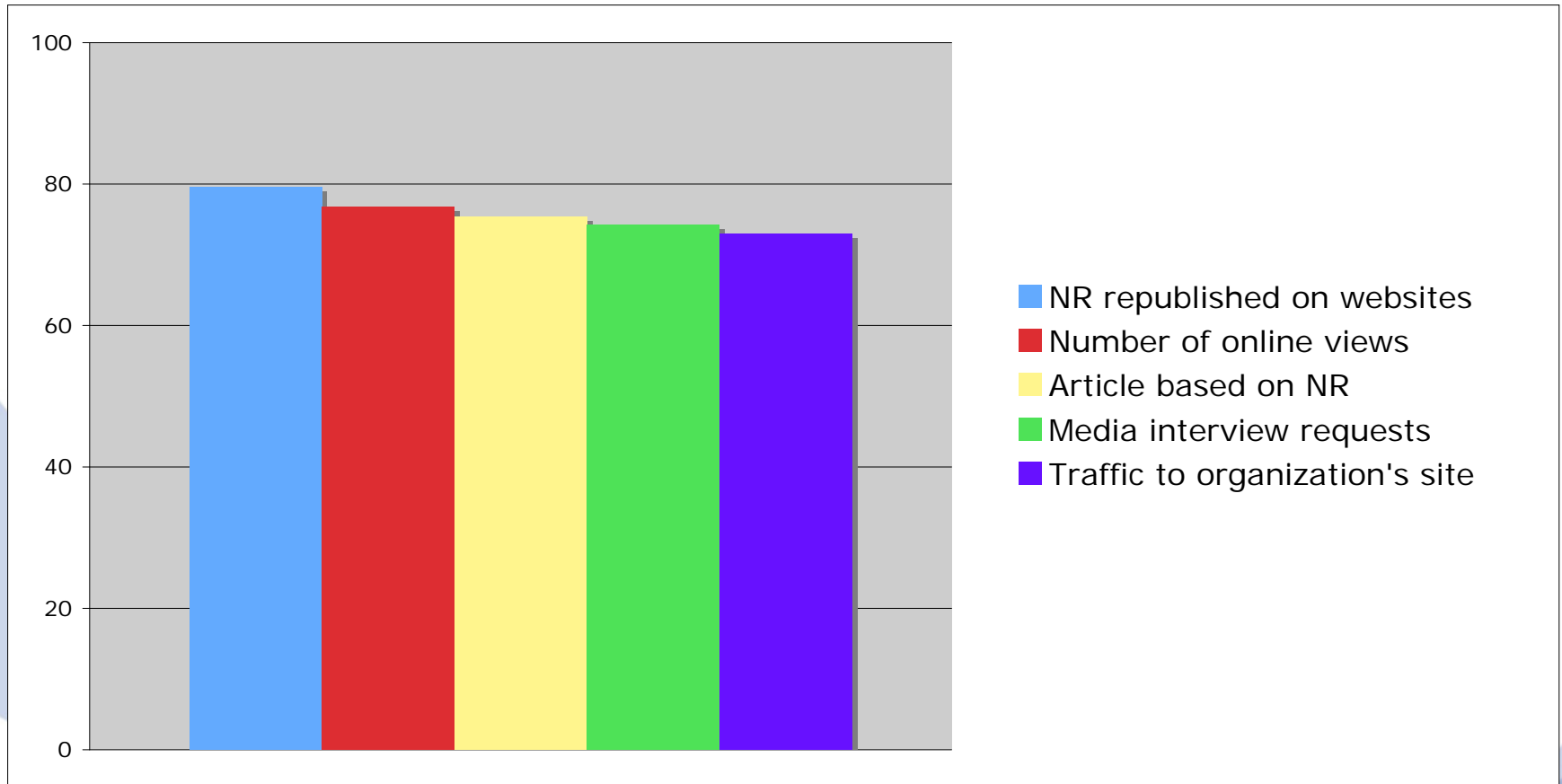
Audiences

Questions	Mean	Mean as a percent of possible
		score
		0 20 40 60 80 100
Traditional media	4.16	
Bloggers and new media outlets	3.88	
B2B Consumers/customers and prospects	3.72	
B2C Consumers/customers and prospects	3.32	
Webmasters that will repurpose release	3.27	
MSAs - geographical targets	2.89	
Partners	2.83	
Financial Analysts and Investment community	2.47	
Competitors	2.23	

Primary Tactics







Measurement Criteria



Measurement

How important is it that your releases are posted on specific websites?

Questions	Mean	Mean as a percent of possible score					
		0	20	40	60	80	100
News Aggregators (Google News and Yahoo News)	4.56						
News Websites (Reuters, CNN, etc.)	4.27						
Blogs and social media sites	4.01						
Financial websites (Yahoo Finance, MSN Finance, etc.)	3.16						



Top advantages of online NRs

1. Opportunity for SEO (34.1%)
2. Ability to reach both consumers and media (31.5%)

Challenges

1. Cutting through the clutter

- *Difficulty of cutting through the clutter - making sure your release gets noticed*
- *The overwhelming amount of people doing it as well... thousands of releases are sent out each hour, thus watering down my releases and rendering them just internet “noise”*

2. Targeting/Distribution

- *Difficult to find right market at times*
- *Deciding which was the best outlet*
- *Hitting right market*

3. Measurement

- *I couldn't tell how effective it was*
- *Accurate tracking of pick-up. Lack of tools to provide measurement value of pick-up (in eyeballs or dollar value)*



Challenges

What would make you use an online press release service more often?

1. Affordability
2. Detailed & accurate metrics

• Ability to get reports of coverage in dollar amount, to show to my client how much coverage they actually received. To justify the ROI on PR services



A Closer Look...



Organization Size: Goals

Announcing news	All Data	4.30	
	Less than \$1 million	4.25	
	\$1 - \$10 million	4.16	
	\$10 - 250 million	4.18	
	More than \$1 million	4.72 *	

Enhancing thought leadership	All Data	3.25	
	Less than \$1 million	3.20	
	\$1 - \$10 million	3.27	
	\$10 - 250 million	3.24	
	More than \$1 million	3.64 *	

Reaching bloggers	All Data	2.57	
	Less than \$1 million	3.71	
	\$1 - \$10 million	3.53	
	\$10 - 250 million	3.44	
	More than \$1 million	3.08	

SEO optimization for organization's website	All Data	4.09	
	Less than \$1 million	4.13	
	\$1 - \$10 million	4.20	
	\$10 - 250 million	4.02	
	More than \$1 million	3.68 *	

Using the release as a sales tool	All Data	3.59	
	Less than \$1 million	3.84	
	\$1 - \$10 million	3.50	
	\$10 - 250 million	3.27	
	More than \$1 million	3.00 *	

User Groups

Significant Differences: Goals of online news releases / user group

PR

1. Announcing news
2. Enhancing thought leadership

Marketing

1. SEO optimization for website
2. Reaching customers /consumers

Small Business

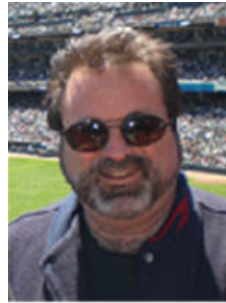
1. Using the release as a sales tool
2. Reaching customers /consumers

- Increasing visibility
- Gaining visibility & credibility



PR/Marketing: Audiences

Traditional media	All Data	4.16	
	SB owner/sole proprietor	4.21	
	Marketing Pro	3.82 *	
	PR Pro	4.53 *	
	Other	4.05	
B2B Consumers/customers and prospects	All Data	3.72	
	SB owner/sole proprietor	3.77	
	Marketing Pro	3.99 *	
	PR Pro	3.48 *	
	Other	3.45	
B2C Consumers/customers and prospects	All Data	3.32	
	SB owner/sole proprietor	3.46	
	Marketing Pro	3.46	
	PR Pro	2.99 *	
	Other	3.48	
Webmasters that will repurpose release	All Data	3.27	
	SB owner/sole proprietor	3.31	
	Marketing Pro	3.49 *	
	PR Pro	2.83 *	
	Other	3.66 *	



**Shel Holtz, ABC
SNCR Founding Fellow and
Principal of Holtz Communication +
Technology**

Best Practices: Expanded Audiences

- News release vs. press release
 - Who can benefit from your news?
 - Be sure there *is* news!

Best Practices: SEO

- Be sure release will be found
- Key words in headline, first paragraph
 - Identify most searched key words

Best Practices: Leverage the Web

- Keep it short
- Add sharing capabilities

Best Practices: Call to Action

- **Example: Southwest Airlines**

Best Practices: Targeting

- Target your audiences
- Strategize your goal
- Don't restrict your opportunities
 - Marketers can enhance thought leadership
 - PR people can reach customers
 - Small businesses can optimize for search

Best Practice: Best Practices

- **Traditional best practices still matter**
- **Employ key press release elements**
 - **Contact information**
 - **Link to company website**
 - **Readability**
 - **Boilerplate info**
 - **First link early in the release**

Contact Information

- Shel Holtz, shel@holtz.com
a shel of my former self Blog: <http://blog.holtz.com/>
- Jen McClure, jmcclure@sncr.org
Going Up? Blog: <http://jmcclure.agblogger.org/>
- Dr. Mihaela Vorvoreanu, mihaela@exchange.clemson.edu
PR Connections Blog: <http://ci.cs.clemson.edu/mihaela/>
- Moderator, Jiyan Wei, jwei@vocus.com
New Influencer Blog: <http://www.newinfluencer.com/>

Society for New Communications Research,
www.sncr.org / info@sncr.org

About Vocus

- A global software company specializing in on-demand software for public relations management
- Successful, proven applications currently used by thousands of PR professionals
- Recognized for excellence in products, growth, leadership



Deloitte. 2006
Technology Fast 50
Maryland

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