

CONTENT MARKETING - PRESS RELEASES

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What are Press Releases?

Like articles, press releases or **online new releases** as they are often called, are essential to provide your brand more exposure and recognition. Generally a press release comes under PR and marketing, and they help you to inform your potential buyers of your products and services.

How to Use Press Releases

For press releases, you need to have a story to tell. Refer to **Story Building and Content Creation** to learn how to build a great story around your business. It doesn't matter if you don't have a new per say such as new product launch or service expansion, what you must be able to tell is a really good story with your press release.

Benefits of Press Releases

What a press release does for you is pretty much straightforward - inform potential customers about your product or service and induce them to buy or subscribe.