PR DAILY: Behold A New Breed: The Interactive Press Release

Terms:

Published Date and Time:
3/13/15 10:22 am EDT

http://www.prdaily.com/Main/Articles/18278.aspx

News Organization:
Ragan's PR Daily

We've all heard about the demise of the press release. Yet, like the phoenix, it has re-emerged, with renewed vigor—because it has taken on a new form.

How? By becoming interactive.

Do you want wider reach for your news? Want more media hits? Then stop sabotaging your news with boring, text-only press releases.

Instead you should give editors, audiences and search engines what they crave: compelling visuals and interactivity.

Read the full article at http://www.prdaily.com/Main/Articles/18278.aspx.

Language: English