DealCrunch: Business Wire Helps Provide Measurable PR Solutions

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Sean Garrity, contributing editor at DealCrunch, takes a look at Business Wire's worldwide distribution options and measurable PR opportunities:

It's no secret an effective PR campaign can work to produce big returns for companies if done right. In fact, 79% of participants surveyed in a recent PRNewser study noted they would contemplate buying a relevant B2B product or service if it was sent through the right channels at the right time.

OrangeSoda, a player in the local marketing and search space, saw the buzz created around the news of one of their competitors going public. Because this was a hot topic generating talk across the industry, OrangeSoda decided to take advantage of the hype and broadcast news of a partnership meant to bring SEO services to the local level.

By employing Business Wire's press release services, OrangeSoda was able to generate 40% more traffic to their homepage and 166% more to their blog. Over 200 websites and publications picked up the release, and more than 20,000 people viewed the headline — results that are nothing to slouch at.

Read the whole article at: http://www.dealcrunch.com/blog/business-wire-provides-measurable-pr-solutions/

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