ARCHIVED WEBINAR: Multimedia Tells the Story

Subtitle:
Tips for Getting More Traction from Your Press Releases

Date and Time:
9/21/11 1:00 pm - 2:00 pm EDT

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Speaker(s):
Presenter: Lucas Doub, Business Wire Los Angeles
Moderator: Monika Maeckle, VP of New Media, Business Wire

Everyone knows that pictures tell the story. Adding photos, graphics, and video to your press releases creates a "story package" that can be easily aggregated and repurposed, extending reach and readership.

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