

PRESS RELEASE

FOR IMMEDIATE RELEASE
EVENT ANNOUNCEMENT



YOU'LL WANT TO READ THIS
NEW PRODUCT LAUNCH

NEWS RELEASE

THE **YES!** TEST EMERGES AS BREAKTHROUGH ONLINE
TOOL TO INCREASE SALES FOR ANY BUSINESS

10 REASONS WHY A PRESS RELEASE IS SOMETHING YOU SHOULD DO NOW

1. Create a Press Release Because Most Businesses Won't.

It's True

plus

things in

10 SMART AND SIMPLE WAYS TO LEVERAGE YOUR PRESS RELEASE

1. **Targeted Distribution:** Identify and distribute your press release to relevant podcasts, media outlets, industry-specific publications, and influential bloggers who might be in your area of business or that might be interested in promoting your brand.

2. **Optimize for SEO:** Incorporate relevant keywords (meta

Test-takers are treated to a fast and easy way to analyze... question format, taking only about 5 minutes. No two tests are... guided by their own answers. Once complete, a free, multi-page result offers dozens of recommendations and the exact emotions customers need to feel to say YES to the brand. Customers have raved about this critically valuable information, with many stating it is "mind-blowing."

"Agencies, consultancies and entrepreneurs could spend months and countless wasted dollars trying to figure out their brand's ideal formulas using a "best guess" technique. We can eliminate doubt and save countless hours and dollars," said Gregory. **YES! TEST** recommendations can be applied to ads, websites, funnels, emails, social media, video/audio scripts, blogs and even a sales team's verbal conversations.

For further information please contact Brian Gregory, CEO listed below.

Contact: Brian Gregory, CEO
Email: info@admanity.com

Phone: (602) 405-2630
Web: <https://admanity.com/yes-test/> URL: FreeYES!TEST.com

10 REASONS WHY A PRESS RELEASE IS SOMETHING YOU SHOULD DO NOW



1. Create a Press Release Because Most Businesses Won't.

It's True. Most small businesses think they don't have anything "newsworthy" or "important enough" to announce so they don't put out a press release. The odds are, you're going to do several things in the coming year that would make a great press release. New products, locations, promotions, contests, staff hires, milestones, sponsorships and important announcements all make sense. The Internet has made the world of press releases available to anyone - not just the big brands. You deserve to make your brand famous!

2. It's REALLY Fast!

Getting a press release on a high-value news site used to be absolute drudgery. You'd have to write to editors, writers and publishers and hope they wanted to feature your story. It could take months of work and return nothing. Now, in just 72 hours, you can get your press release featured on over 400+ authoritative news websites and social media platforms. Now, time is on your side and you can do multiple press releases in the same time period - AND - you will be featured on higher-quality, more authoritative sites!

3. Get Inside the Digital Fabric of Google.

People search and Google serves up results. Google wants to deliver the most relevant results when people search, so it makes sense that companies who are on hundreds of websites with press release announcements are seen and noted by Google. You will see your press release instantly show up in high-ranking search results. Your press release is digital and that digital code is now part of the search engine machine. You're no longer competing with it - you're on the inside of it!

4. Your Results are Long-Lasting.

When your press release is indexed and sorted, you stay indexed for a year or more. Every news site is different, but try keeping a social media post at the top of the pile for a year. It can't be done. Press releases are news and news is preserved at a higher priority than social media posts. That means your press release will continue to pop up as long as people might be searching for the relevant content inside it. It's a smart business move.

5. The Price Is Low.

Gone are the days when you had to pay exorbitant fees and costly retainers to get your company in the news. For the money, It makes sense to use a distribution partner like **YES! PRESS** to make it easy to keep your brand flying high. It's no longer just for the rich companies. Your press release can have just as much power as a larger company for a fraction of the price they're paying.

6. Gain Instant Social Proof and Achieve 3rd-Party Authority.

Which company would you choose: The one that has never been featured by any news outlets, OR...the company with a dozen authoritative logos saying, "As Seen On," and links to press releases to prove it! In today's digital landscape, customers make buying decisions based on what they feel is a better, more trusted company. It is absolutely mandatory that you are not the only voice for your brand. Simply being found on authoritative websites makes an impression!



7. Target Your Marketing Using The Sites Where Your Press Release is Placed.

Your press release will be on national, regional and local websites in a variety of cities and locations. If your customer is local to one of those locations, show that person that you've been featured right in their own backyard! It will give them instant comfort and reassurance to see your information is considered important by the news media they already know and trust.



8. Google Owns YouTube. Post A Video Inside Your Press Release and Win!

Between Google and its ownership of YouTube, Google owns 92% of ALL searches. If you have a video that's hosted on YouTube, Google will be happy to point that out in its video search results once it's linked inside your press release. Using **YES! PRESS**, your video can even be embedded



directly in the press release, and becomes resident on the news sites. So, if you have a video, it can be a great feature to include your release.

9. Use ONE Press Release - Be Featured on Multiple Channels

It's possible to end up on Google, Page 1 for multiple channels as Google ranks search results generally, but also for images, videos, books, and news! It's possible to put out a single press release and have it rank highly on multiple channels at the same time! A press release can also have multiple links, photos and videos linking back to multiple products, websites, social media outlets, funnels, landing pages, podcasts, order pages - even Google Map locations.

10. The Smart Move - Don't Stop at ONE Press Release - Do Several!

Some companies put out dozens of press releases every year. If you have a business that operates like most, you'd have at least 3-4 good reasons every year. Every new press release is another layer of digital code cementing your brand to the biggest search machine in the world. The more you put out, the more you get back. For example, you could have a press release to announce an event (or product, or service) of yours...another to announce how well that event worked out...and another to announce enrollments for the next event. That's ONE event, THREE press releases. The big brands do this all the time!

READ NEXT: 10 SMART AND SIMPLE WAYS TO LEVERAGE YOUR PRESS RELEASE



10 SMART AND SIMPLE WAYS TO LEVERAGE YOUR PRESS RELEASE

1. Targeted Distribution: Identify and distribute your press release to relevant podcasts, media outlets, industry-specific publications, and influential bloggers who might be in your area of business or that might be interested in promoting your brand.

2. Optimize for SEO: Incorporate relevant keywords (meta data) to ensure your press release ranks well in search engines, increasing its discoverability.

3. Multimedia Integration: Include images, videos, infographics, or other multimedia elements to make your release more engaging and shareable. Consider making a promotional video about your press release content, leveraging the actual release as part of that promo.

4. Social Media Promotion: Share the press release on your social media platforms to reach a wider audience and encourage sharing. This allows you to cross promote in creative ways.

5. Email Outreach: Send personalized emails to your list of followers, journalists, bloggers, and industry influencers to introduce them to your press release and offer interviews or additional information. (This is how I ended up interviewing John Sculley, former CEO of Apple, after his press release landed in my production manager's inbox)

6. Company Website: Publish the press release on your website's news or press section, creating a central hub for your company's

announcements. This can also be leveraged as a blog piece for additional promotion.

7. Email Newsletter: Feature the press release in your company's newsletter to keep subscribers informed of your successes and other promotions.

8. Guest Posts: As backlinks are valuable, you can use the press release to attract and reach other site owners. Writing articles related to the press release topic and pitching them to relevant blogs or publications as guest posts, linking back to your release for more information is an excellent way to gain fresh followers and valuable backlinks..

9. Press Kit: Having a press kit at the ready will leverage yourself and business. Being "in the news" is valuable, so including your press release, high-quality images, company background, updates, and key contact information will make it super easy when approaching podcasters, journalists, and other such influencers. It's like a sizzle reel in many ways.

10. Track and Measure: Use analytics tools to track the performance of your press release, including the number of views, shares, and mentions in other publications. That data will allow you to come up with a powerful strategy to increase your reach within your existing audience of followers and any new groups you target.

THE BOTTOM LINE:

Press release marketing is a fact-based, proven method to improving the reputation and authority of any brand. Technology has removed the drudgery and made this type of marketing affordable for any business. By using a quality distribution firm, you can syndicate your important announcements and create authoritative milestones that will reside at length in the digital record.

Considering the rapid speed of implementation, the low cost and, in many cases, the eternal life of a press release, there should be no reason to hesitate to use this tool. You will create a new, broader voice for your brand that will be heard above the digital noise.

FOR MORE INFORMATION

Visit us at [GetYesPress.com](https://www.getyespress.com)

See exactly how we can make your brand famous!

Book an easy, free Zoom call [HERE](#)

It's FREE to speak with one of our friendly experts anytime!

