

When to issue press releases.

For whatever reason, people don't send out press releases often enough, in spite of how effective they can be. In fact, releases are one of the most under-utilized forms of marketing there is. Most businesses don't think they have anything newsworthy to talk about – and that's not necessarily true. In fact, I'd say most businesses have far more to talk about than they realize. The myopic view of press releases is that you use them to get local publications to run stories about your business. While that's true, there are other, sometimes more beneficial uses, for press releases.

Not only are releases tremendously effective at getting your name out in your market, but they can dramatically improve your web site's search engine rankings. The better your rankings, the better your website's visibility. The more visibility you get, the more traffic you receive. The more traffic you get, the more likely you are to close deals!

So "when's a good time to issue a press release?" I would advise that you issue a press release whenever you do something new that people should know about. *Examples:*

New Product – This should be pretty obvious. If you launch a new product or service, you tell your customers, right? Why not tell the media, too? It's the perfect opportunity to get some attention when you need it most!

Case Studies & Surveys – People love numbers. If you've done a survey or case study, make the results public with a press release. Chances are the results will be of great interest to those in your industry.

Current Events – Is there anything going on in the news that directly affects your business? Do you have something to say about it? If it's an opportunity to get your company's name out there, chances are you can zone in on stories outside the immediate peripheral to get yourself even more coverage. The way papers see it, if they can amplify a national story through the lens of a local perspective, it makes it a more compelling and interesting read for their readers. And let's face it – they need readers these days.

When all is said and done, Press Releases strengthen your market-position and overall brand. Don't miss out on the opportunity!

Regions at Work Program

Dan Lewis found out about this new program from his bank where he has received A-1 service for over ten years. They can come right to your office to help you or employees set up an account, direct deposits, and other services.



Regions Bank now offers a **Regions at Work** program that is an added

benefit you can give your employees. This program is free to you and your employees. We will 'piggy back' any meetings/orientations you already have so we don't interfere with productivity. We will do all we can so that you don't have to spend any of your own time. We will work with you to determine when the best meeting / orientation is that we can attend, and provide you with break room posters, flyers, paycheck stuffers, whatever you would like to use to notify your employees of our on-site visit. We will be happy to put up the poster, hand out the flyers and stuff paychecks as well.

Please contact Christina Clemans, Assistant Branch Manager, Largo Mall Branch - for an appointment call 727-518-6318. Branch location is 10465 Ulmerton Road, Largo, FL 33771.

Is it Time to Rewrite Your Website?

Have you ever read a five-year-old newspaper? If so, you may have noticed that the stories are no longer as interesting or applicable to you. The same thing happens to a website when you leave it for years on end without updating what it says.

Your company deserves to be represented in the best way possible. Profit Gate has a great professional writer available that can take your website text and turn your it into a more effective presentation. If you're interested, give us a call.

Top 5 Bumper Stickers:

1. It's lonely at the top, but you eat better
2. Lead me not into temptation, I can find it myself
3. I brake for no apparent reason
4. He who laughs last - thinks slowest
5. (From Los Angeles) Keep honking, I'm reloading