

# Use Press Releases to Enhance Your Brand Image and Build Your Business

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Ever wished for a way to warm up cold calls? Having a prospect exclaim, "Hey, I've heard of your business!" can make the sales process go much smoother. Using press releases (PR) to enhance your company's branding is an inexpensive tool to build your business. Press releases can help you stretch your marketing budget because they are much less expensive than traditional advertising.

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Why would you want your company mentioned in the media? Sending press releases to various forms of media is a great way to [promote your business to local companies](#) and the local business community. The implied endorsement of the media helps lend authority to your announcement. When a potential customer sees your company in newspapers, newsletters, and magazines, it helps to increase awareness of your company's products, services, and brand.

Include reprints in your customer presentations.

Send a press release to [existing customers](#) to keep your customers up-to-date. Keeping them informed about developments in your business will help them to stay your customer. Remember, it is harder to get a new customer than to keep one. Sending your existing customers press releases keeps you at the top of their mind and lets them know about additional new services you provide.

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Post releases on your website. Some search engines automatically scan for the most recently updated websites. Your press release has an easy to read date to help with [Search Engine Optimization](#). Using the internet is a cost efficient and time effective way to get your company noticed by potential customers.

Use press release distribution websites that promote recent press releases to enhance your company's exposure in the search engines.

Send releases to [trade and business journals](#) in your industry to let national readers in on what is happening at your business.

Why not send your press release to potential customers? Start by creating a [mailing list](#) of potential customers. Sending them your press release lets them know that you are interested in them. By doing this, you are giving your business a chance to open new doors. Letting potential customers know what your business is doing also gives them ideas on how your products and services could be of use to them. ■

*Marketing Resources & Results helps their clients by identifying, writing and distributing press releases. For more information, call 330-656-9793 or visit [www.Resources-Results.com](http://www.Resources-Results.com).*