

PressAdvantage.com Presents

107 REASONS TO SUBMIT A PRESS RELEASE

A Printable
Set of Ingenious
Marketing Moves

A PRESS ADVANTAGE SPECIAL REPORT

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Dear Business Owner,

Many of our clients tell us they want to submit a press release, but can't think of what to write about.

Well, I'm here to tell you that's crazy (no offense)!

A press release can be submitted for almost any reason. Once ideas start flowing, it's almost too easy. Each release is a new opportunity to rank in Google and get in front of customers.

As you read down this list, you'll realize it's a giant assemblage of marketing ideas. Practically a guide to running your own successful business!

These types of promotions are exciting to customers, employees and the greater community. They see you're always improving.

Isn't that the type of business you'd like to shop with?

I believe that any company can benefit from running multiple releases per month. Remember, you don't have to write them yourself -- just give us a topic at PressAdvantage.com and we'll write them for you!

Print this list and view it often for inspiration.

Bobby MacDonald

A handwritten signature in black ink, appearing to be 'Bobby MacDonald', with a long horizontal flourish extending to the right.

Co-Founder, PressAdvantage.com

Consider Submitting a Press Release at PressAdvantage.com Every Time You...

1. Rewrite or create your company's mission statement
2. Create a helpful **IFTTT.com recipe** for your customers or industry
3. **Donate** to charity
4. Write a helpful blog post with free tips
5. Join a social network with scheduled content releases and ask for followers
6. Release an **E-book**, report or white paper
7. Piggyback on a recent news story by announcing related expert information
8. Serve your 10,000th (or X#) customer
9. Discover any **impressive milestone** while analyzing company records
10. Run a webinar
11. Run a local in-person workshop
12. Share a particularly exciting **customer testimonial** in the form of an inspiring news story
13. Create a "Day" for your industry (i.e. National Pizza Day)
14. Sponsor a **local event**
15. Orchestrate and film a unique demonstration for your product
16. Warn against a negative trend you see in your industry
17. Celebrate a positive trend you see in your industry
18. Appear on TV, radio, a podcast or any other platform
19. Run a **holiday event**

20. Offer a giveaway or event tied to an outrageous, trending news story
21. Disprove a myth related to your business with absolute authority
22. **Hold a contest**
23. Implement a popular new business concept (i.e. six sigma)
24. Implement a new technology or piece of machinery
25. Start sourcing materials or employees exclusively within your country
26. Win a major **new client**
27. Join a new association or club
28. Earn a **new certification**
29. Host a celebrity event, book signing, etc.
30. Celebrate the anniversary of your company's founding
31. Book a **speaking engagement**
32. Create a Meetup.com group
33. Start your own podcast
34. Create a YouTube channel
35. Start a monthly book club
36. Run a small study and explain its consequences
37. Put together a Lunch n' Learn event
38. Create a **scholarship**
39. Tailor a version of your service to a unique demographic (women / men / young / elderly / healthy / luxury / etc)
40. Convince a notable affiliate to promote your product
41. Create an industry-wide award ceremony
42. Give an employee a creative award
43. Give a **customer of the month award**
44. Interview your competition about a common issue
45. Form your own **industry association** with competitors
46. Celebrate the promotion of an employee
47. Poll your customers and announce the results
48. Develop a creative new use for your product
49. **Volunteer with employees** for a local cause

50. Tally how much your company gave back to the community this year
51. Celebrate a longstanding employee on their anniversary of X# years
52. Debunk a particularly false social media article related to your industry
53. **Trademark a new process** or system in grand fashion
54. Change how your business operates due to a new scientific breakthrough
55. Invite colleagues to an open debate
56. Enhance an existing product
57. Tell the emotional reason you started your business
58. Host a **customer appreciation day**
59. Appoint someone to your board of directors
60. Earn an "A" rating from the BBB
61. Exhibit with a booth at a **trade show**
62. Do an open house tour of your office, factory etc
63. Offer an **internship** opportunity
64. Create a plan to **go "green"**
65. Take a stand on a newsworthy topic
66. Publicly challenge someone to something
67. Celebrate the retirement of a respected employee
68. Protest local anti-business legislation
69. Provide **free consultations** (generate leads)
70. Provide an annual reminder (e.g. get a flu shot)
71. Attend a major conference or expo and report your view on an exciting presentation
72. Launch an **affiliate program**
73. Promote that you've become an affiliate for another business' new product launch
74. Start a **customer referral program**
75. Start a **rewards program** for loyal customers
76. Book a guest speaker for a live event
77. Pull a creative **publicity stunt** in your town
78. Start a petition

79. Create an entertaining viral video
80. Open a new office or warehouse
81. Celebrate an employee winning a leadership position or award in your community
82. **Re-brand a product** in some way
83. Develop a proprietary algorithm or way of solving a problem
84. Lock in an exclusive or **unique vendor arrangement**
85. Hire a new employee
86. Win a big **sales contract**
87. Get an **article published** in a prestigious publication
88. Announce your availability for certain work, such as consulting or public speaking
89. Launch a new website
90. Acquire or merge with a different company
91. Raise capital
92. Meet an **internal goal** set within the company
93. Write a new sales letter and announce its publication
94. Expand your customer service hours
95. Improve **employee benefits**
96. Run a large **space ad** in a notable publication
97. Start a monthly client **newsletter**
98. Mail a seasonal product catalog
99. Define and announce your "Unique Selling Proposition"
100. Buy local radio ads
101. Rent a newsworthy **billboard** in a highly visible place
102. Get a vanity phone number (contact your phone company)
103. Announce a "cross promotion" with a related business (i.e. gym markets flyers for free local chiropractic consultations)
104. Add a new **bonus item** that comes with your core product
105. Start accepting **Bitcoin** payments
106. Apply anything in this list to the root problem your product solves instead of the product itself (i.e. Aromatherapy Oils > Release About Stress Management)
107. Scan Techcrunch.com, the business section of your local paper and other news sources for your own ideas!