



ProMediaAuthority

The Power Of Press Releases For Effective Marketing Revealed

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ProMediaAuthority, which is based in San Diego, CA, has emphasized the power of press releases as brand builders and potent traffic sources. Thus, PRs are important for effective marketing. Further details on this can be found on the company's webpage at <http://promediaauthority.com/press-releases/>.

"A primary reason for using them is that Google loves press releases," says Andrew Stangl from ProMediaAuthority. "They are a powerful method of building brand awareness and should be an integral part of a company's marketing strategy. That is why we provide done-for-you press releases, which means we do all the research, write the releases, and optimize them for visibility on the search engines. This is designed to make sure they have the maximum possible effect."

When looking at different media sources, some of the world's largest brands always seem to be at the forefront. This is because they are regularly mentioned in newsworthy events and reports. As a result, there is always something new to discuss about them, which keeps these brands in the public eye.

Meanwhile, many owners and managers of small companies believe that they could never have the same

brand recognition as the large businesses because they simply do not have the marketing budget for such an endeavor. Press releases can provide an affordable way to get recognized, regardless of the size of the company. However, Andrew Stangl observes, "With regards to the use of press releases, many small businesses have to contend with the lack of time, knowledge, and money. Our service is designed to eliminate these stumbling blocks."

Using press releases that are optimized for search engines, formatted to be newsworthy, and distributed through premium channels is a key service of ProMediaAuthority. They have the expertise and the time and are committed to offering an effective service at affordable prices. Small businesses can finally utilize some of the marketing resources used by larger companies, but at a much lower price.

The fact that Google loves press releases has been revealed in a recent news story. By engaging in press release marketing, businesses are improving their SEO efforts, which helps them build their brand awareness and page authority. This results in a positive cycle of ever increasing exposure to traffic and potential customers.

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ProMediaAuthority

ProMediaAuthority offers affordable, but very effective, services to significantly increase your authority, awareness, and traffic. We specialize in done-for-you services including Press Releases, Social Media Management, and Authority Publishing.

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