



ProMediaAuthority

California Company Stresses Importance Of A Reliable Press Release Writer

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ProMediaAuthority, a San Diego, California company, has stressed the importance of having a well-written press release (PR) when using it as a marketing tool. In addition, the PR must be in the appropriate format and contain the targeted keywords. A poorly written press release will not get the expected results because it may either get rejected or have a relatively low number of pick ups. Thus, using cheap services will only be a waste of marketing funds. That is why ProMediaAuthority has come up with a service that does everything, including writing and formatting the PR and keyword optimization.

According to a recent article by CBS news, press releases can significantly boost awareness regarding the business and help them reach their target audience. When properly written, a press release is the fastest way to enjoy widespread publicity. It can result in multiple new prospects and an overall positive buzz about the business.

PRs have been shown to be a cost-effective way to achieve results. Unfortunately, many business owners are unaware of the proper way to write an effective press release. Many go completely unread, leaving business owners paying for marketing solutions that will ultimately do them no good. Press releases that are

poorly written can even damage a company's reputation, as they can make the company look inexperienced or careless.

SEO expert Jami L. explains, "A poorly written press release can have negative effects on a business trying to market its services or products. It makes the company look bad overall, and people aren't going to trust such a company."

ProMediaAuthority offers a done-for-you PR service. It also has experience in a wide range of SEO services, including helping companies introduce and draw attention to their brands with effective and professionally written press releases and social media management.

"Businesses need to know how important it is to have press releases professionally written," says Andrew Stangl of ProMediaAuthority. "Without ensuring that the releases are written and formatted perfectly, companies are merely wasting their money."

More about ProMediaAuthority's press release writing services can be viewed at <http://promediaauthority.com/press-releases/> or by visiting <http://promediaauthority.com/authority-content/>.

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ProMediaAuthority

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