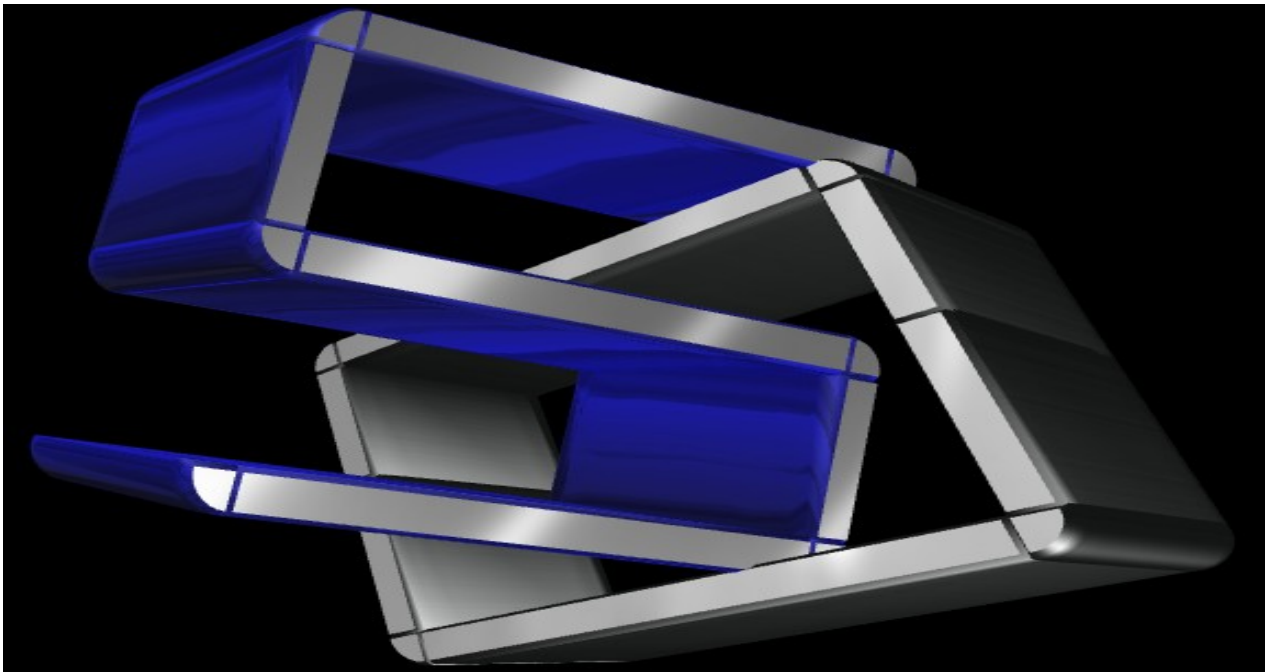




SynapOn Helps Businesses Leverage the Power of the Press Release for Business Authority

December 10, 2019

December 10, 2019 - PRESSADVANTAGE -

SynapOn, a company based in Houston, Texas, has revealed that they can help businesses leverage the power of the press release (PR) in providing them with a reputation of authority. Through their PR campaign service, businesses can share their message to people around the world through the industry's biggest content distribution network composed of almost 10,000 worldwide websites, the company's industry-specific Twitter feeds, and more than 33,000 member journalists.

A PR is a piece of writing that is created for journalists or the press in the hope that they will pick it up and write about the story. Today, a PR is no longer just for letting the world know what is happening about a particular business. It can now be used as a tool to complement a marketing strategy. For SynapOn, the power of the PR is further enhanced through its proven distribution network that have been proven to be capable of reaching out to industry-specific influencers, traditional media outlets, multicultural publications, and online media.

Justin Rogers, a representative for SynapOn, says, "To influence your customers, you need to reach them on the channels they trust. Grabbing the attention of your target journalist has never been more difficult.

Fortunately, you can rely on SynapOn's proven distribution network to reach traditional media outlets, industry-specific influencers, online media, and multicultural publications. To know more about how press releases can help your business, check us out on LinkedIn.?

By empowering communicators to identify the influencers, write and distribute meaningful stories, and measure the effect, SynapOn helps businesses leverage the power of the PR. The company gets the brand published on hundreds of new media sites, such as ABC, AT&T, NBC, FOX, Google News, the AP Wire, Marketwarch, Gannett, Denver Post, CenturyLink, ZeroHedge, Motley Fool, Nasdaq, and more. The result is that the businesses can use more than a billion journalists and social influencers for targeting their audiences, thus getting them recognized as an authority in their field.

Another advantage of the PR is that it offers benefits for a company's SEO efforts. This is because when a PR is distributed through SynapOn, businesses will receive links from various high authority news sites all over the world. The result is hundreds of backlinks to the business' website, which is interpreted by the search engines as a sign that the website's content is popular, further boosting the site's authority.

Meanwhile, SynapOn also offers PR writing services although clients can write their own press releases if they prefer to. Clients will also be given a comprehensive distribution report as soon as the PR has been sent out to the newswires. This allows clients to know exactly which outlets have picked up the release.

Justin Rogers explains, "What you will get is your own professional newsroom, world-class press releases, distribution to hundreds of prestigious news outlets, personalized writing instructions, video and image support, and powerful SEO promotion."

Meanwhile, aside from press releases, SynapOn offers other services. These include machine learning, site visitor, and geo-fencing. Machine learning technology is used to identify the people who are already searching for the product or service that a business is providing.

Through machine learning, which is a branch of artificial intelligence (AI) technology, a record of each targeted prospect for the business is made in the form of hash files. These hash files generated by SynapOn's machine learning service are provided to clients and these can be uploaded to a platform like Google or Facebook. These people are the target audience of the business' Google and Facebook ads.

The site visitor service will take advantage of the capturing of the identities of the business' best prospects. With these services, businesses can be notified in real-time when a specific person or company visits the website. And lastly, geo-fencing employs GPS and RFID technology for targeting prospects based on their location.

Businesses who would like to learn more about the press releases service of SynapOn and the AI and machine learning technology services can take a look at their website or contact them on the phone or through email. Justin Rogers says, "If you want to use the power of press releases and AI technology, click to visit the website and allow us to help you."

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For more information about SynapOn, contact the company here: [SynapOn](http://www.synapon.com) Justin Rogers 7133289999 justin.rogers@synapon.com 3510 Stoney Oak Drive, Houston TX 77068

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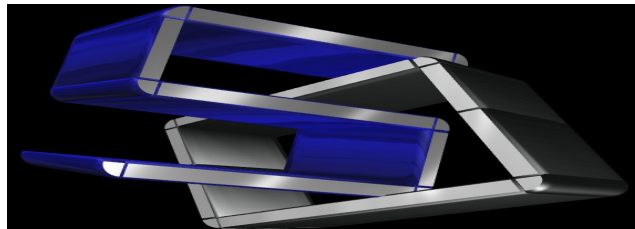
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