King of Prussia Marketing Agency Points Out the Benefits Of Press Releases for All Types of Businesses

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Private label digital marketing company, Your SEO Secret, wants to get the word out about how many different types of companies can benefit from press releases. Those at this King of Prussia, PA outsourced search engine optimization marketing agency feel press releases (PR?s) are too often overlooked as the powerful marketing tool that they are. The management team at Your SEO Secret thinks that once businesses catch on to the benefits that PR?s offer them, they will start using them as part of both their short- and long-term advertising plans.

Company spokesperson, Will Kenderdine, talked more about who benefits from press releases by saying, ?Those of us in the online marketing business would be wise not to overlook the power of press releases as an advertising medium. They are the versatile tool your team can leverage for just about any local business our there. That includes the smallest home-based startups to the very largest well-known corporations. Any company that overlooks press releases is making a serious mistake in their marketing strategy. That?s why the amount of companies taking advantage of these simple but impactful advertising tools has grown in a big way over the last few years. We at Your SEO Secret only see this number increasing further as more and

more companies learn the value of PR?s.? The spokesperson added that anyone who spends time on their website, https://yourseosecret.com/2020_press_releases, will see how much their company places value on press releases as part of a strategically strong marketing action plan.

Kenderdine says it all starts with evangelizing this message to Web Design Agencies and Web Development Companies, because they stand so much to gain from Press Releases. He says that?s because these two business types are the ones that can easily open their clients' eyes to see the advantages of press releases as a seemingly unbiased advertising medium. As professionals in their field, web design and development specialists are clearly the trusted sources of advice on how businesses can better promote themselves using PR?s.

For those businesses that have had regional success but want to go bigger, Kenderdine says PR?s offer a unique opportunity. He says that?s because that can be written in a manner that can gain a company exposure on local, regional, and nationwide levels. Press releases have the ability to establish any company as an expert in their field. PR?s also give a company the ability to target both smaller local and large national media outlets. These media outlets often feed off each other and that can result in a significant increase in exposure for any company.

The company spokesperson says that small businesses are especially well poised to reap the benefits that PR?s offer, even if some of those business owners don't see it that way. He says one of the main ways that small companies benefit from press releases is via their low cost. If they are written properly, PR?s have the ability to reach a wide audience for what amounts to fractions of a penny for each person that a particular company?s press release makes a connection with. Kenderdine says that based on that, PR?s are by far one of the most affordable advertising options for companies that are trying to quickly grow.

The company spokesperson was also very firm when he stated that his company believes that all businesses can benefit from press releases, even the ones that don?t have a ?catchy? story to tell or some amazing aspect to their product or service. He says a good marketing team can always spin seemingly small stories or product updates into something unique and special. The spokesperson also pointed out that if a company or person is not confident that they can do this on their own, there are plenty of professional press release writers and press release services available that are willing and able to do this for them.

Kenderdine says that for those who want more information on their specific marketing service, they can check out their main website that was linked to above or take a look at their Google Maps business information page found here at https://g.page/Your-SEO-Secret.
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Your SEO Secret

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