



PR Agency In Tempe, Arizona, Lucid Leverage Is Educating Companies On The Utility Of Press Releases

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Lucid Leverage, a PR agency in Tempe, Arizona, is helping companies in the United States, Canada, and the UK create buzz for themselves and their products and services through the creation and distribution of eye-catching press releases.

It is very easy for a brand to get lost in the white noise of the internet. Nowadays, every business has an online presence, and they are all vying for a finite number of customers who need or can benefit from its products or services. As a result, digital marketing is a constant game of one-up-man-ship that needs a dedicated team and significant time commitment to do right. PPC (Pay Per Click) advertising and content marketing are expensive and take time to return dividends.

Press releases offer a sort of "cheat code" for this existing digital marketing paradigm. All over the internet established blogs and website networks are hungry for content to serve their readers. They often run into roadblocks when it comes to creating engaging content constantly at a regular pace to satisfy their readers' appetites. In this scenario, press releases are a win-win for both the websites and the companies. The former group gets to serve content that its readers might like, and the latter group gets a readymade audience to

market its services to.

However, it is not as easy as it sounds as an effective press release must straddle the line between being interesting on its own while also marketing the company's services. This is a delicate balancing act that is the domain of experienced dedicated press release writers who can craft a narrative that is not only effective marketing for the company but also worth reading as a standalone piece of content. There is also the concern of building a list of industry contacts who own websites and publications that dabble in the company's desired niche and are willing to accept and post content.

Lucid Leverage is offering all these services and more to clients all over the world and helping them establish their presence in the online marketing space. The company's roster of USA-based press release writers is backed up by an equally talented team of editors. The quality of the press releases it puts out meets all professional journalistic standards. The company claims that the content it crafts for its clients will get handily picked up by digital outlets and industry influencers, and most importantly, Google will prioritize it when it comes time to put it in front of an audience. The company has also built relationships with a huge network of social media hubs and affiliations to networks like Yahoo Finance, Gannett, FOX, ABC, NBC, and the CW to promote its clients' press releases.

A spokesperson for Lucid Leverage talks more about the benefits of its PR services by saying, "Many companies send out press releases that are matter-of-fact and bland. They assume that they already have clients on board who will be willing to pay heed to their announcements. However, with cutthroat competition and companies having a high customer churn rate, you can't just assume that the people who bought from you once will buy from you again. To assume that they will pay attention to your new products and services is an even bigger folly. You should aim to grab new customers with every piece of new content that you put out into the world. This is only possible if the press release that you publish not only markets your services but also provides the kind of information that your target audience might find useful. Moreover, the content must be SEO optimized to give it a fighting chance of being put in front of readers. When you sign up with us, you get all of this and more from a world-class team of professionals who have spent years keeping their nose on the grindstone and bringing real tangible results for hundreds of clients."

Readers who want to contact the private label SEO reseller in Phoenix, Arizona, can reach out to it at the phone number (844) 257-5335.

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Lucid Leverage LLC

Lucid Leverage is a digital marketing agency specializing in online reputation management (ORM), search engine optimization (SEO), YouTube marketing and social media marketing across the USA, Canada and the UK.

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