Press Advantage Reveals How Marketing Agencies Turn Press Releases Into Recurring Retainer Revenue

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Press Advantage, a leading press release distribution service, today revealed insights into how marketing agencies are leveraging press release services to strengthen client retention and build more predictable recurring revenue streams. The company's analysis of agency partnerships shows that firms incorporating regular press release distribution into their service offerings are experiencing significantly improved client retention rates.

Marketing agencies across the United States are discovering that adding press release services to their retainer packages creates measurable value that clients can track month over month. Unlike traditional marketing services, where results can be difficult to quantify, press releases provide tangible deliverables, including published news stories, backlinks from authoritative news sites, and improved search engine visibility.

"Agencies are finding that when they include press releases as part of their monthly retainer packages, clients stay longer because they see consistent, measurable results," said Jeremy Noetzelman, CEO of Press Advantage. "The combination of brand visibility, SEO benefits, and the prestige of appearing in major

news outlets creates a value proposition that keeps clients engaged for the long term."

The shift toward incorporating press release services reflects broader changes in how agencies approach client retention. With client churn remaining a persistent challenge in the marketing industry, agencies are seeking services that deliver predictable, demonstrable outcomes. Press releases fulfill this need by providing monthly newsworthy content that generates media coverage, builds domain authority, and creates a documented trail of brand mentions across recognized news platforms.

Press Advantage has observed that agencies using their Press Release Distribution service report an average increase in client retention when press releases become a regular component of their retainer agreements. This improvement stems from several factors, including the ability to showcase concrete media placements, track referral traffic from news sites, and demonstrate ongoing brand-building efforts.

The company's Press Release Service includes distribution to major outlets such as ABC, FOX, NBC affiliates, Yahoo Finance, and hundreds of other news sites. This extensive reach provides agencies with impressive reporting metrics to share with clients, reinforcing the value of their ongoing partnership.

Agencies are also discovering that press releases serve as a foundation for broader content strategies. Each distributed press release can be repurposed into blog posts, social media content, and email campaigns, multiplying the value of the initial investment. This content multiplication effect helps agencies deliver more comprehensive services without proportionally increasing their workload.

The integration of press release services into retainer models also addresses the growing demand for thought leadership and authority building. Regular press releases position agency clients as industry experts and newsmakers, supporting broader marketing objectives beyond immediate lead generation.

Press Advantage, operated by Velluto Tech Incubator and founded in Las Vegas, Nevada in 2011, specializes in providing done-for-you press release writing and distribution services. The company serves over 16,000 businesses nationwide, offering professional writing, editorial review, and guaranteed placement in Google News and hundreds of recognized news outlets. Through its pressadvantage platform, the company has established itself as a trusted partner for agencies seeking to enhance their service offerings and improve client retention rates.

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