



# 106 Reasons To Submit A Press Release

*A Guide To A Powerful, Yet Underutilized Marketing Strategy*

## Why We're Talking About This

Hello,

Many of our clients tell us they want to submit a press release, but can't think of what to write about.

Well, I'm here to tell you, that's crazy (no offense)!

You can submit a press release for almost any reason. Once ideas start flowing, it's almost too easy. Each release is a new opportunity to rank in Google and get in front of customers.

As you read down this list, you'll realize it's a giant compilation of marketing promotions and ideas... practically a guide to running your own successful business!

These types of promotions are exciting to customers, employees and the greater community. They'll see that you're always improving and want to be a part of it.

Isn't that the type of business you'd like to do business with?

**We've learned that as large, small, and local business marketers struggle to keep up with the rapidly changing social media tools, that many neglect to publish news about their business to high authority websites.** A tactic that works for businesses everywhere. It grows Google rankings, website traffic, and branding.

I believe that any company can benefit from running multiple releases per month. **But, not many don't, leaving a competitive opportunity open for your business to stand out from the crowd!**

Remember, you don't have to write and publish them yourself – after a brief consultation and some research, [The B2B Resource Team](#) can write and publish well-researched articles for you, keyworded for optimum exposure, and publish it to our network of some of the best media outlets around the nation.

Best of luck in however you decide to use this information. We sincerely hope it gives you some ideas to integrate into your marketing strategy.



Greg Jordan



# ANSWER THIS ONE QUESTION AND INCREASE YOUR BUSINESS

We all have one thing on our minds. One question you ask yourself all day long. Every time you:

- See a friend
- Read the news
- Check Facebook
- Look at your phone

Go to a meeting ...and others ask you the same question, too.

It's one of the main reasons new customers come in and old customers come back. Fair warning, this "earth-shattering question" may surprise you: "So, what's new?"

Businesses should always have a new answer for that same old question! But many say or project instead: "Oh, nothin' much!"

Do your clients think about you? Often? Or just when they really need you? The more your customers think about you, the more you differentiate yourself from competition.

When you place your news in the newspaper, it's a perfect excuse to grab your customer's attention without looking like you're trying to, and your best customers will thank you. It really is that simple.

Now, I know what you're thinking... "Hey, that sounds great except it's not easy to get into the newspaper!" And generally speaking, that's true... Unless we're talking about a press release.

And you may also be thinking, "Hey I'm just a chiropractor, I can't roll out a new product every month. What would I even have to say?"

The list below is a compilation of ideas, not only for press releases, but also for marketing in general.

Choose those ideas (or make up your own!) that makes the most sense for your practice, image, and culture, write press releases, and watch your results improve. You'll be amazed at how much business it can generate. Remember:

... attention is the most valuable resource in today's marketing environment

And it's tougher to get now than ever!

Here's just one possible use of your business news:

**Step 1.** Announce something about your business that's interesting to your customers (the list below will

help you with this)

**Step 2.** E-mail your customer list about the announcement, and include a link to the news story. Sound excited! You look good!

**Step 3.** (optional). To celebrate all this cool stuff, offer a this-week-only discount or giveaway if they show up with E-mail in hand.

**Step 4.** Bring in new and old patients, customers, and clients.



Google loves a steady drumbeat of this kind of news because if an authority platform like network affiliate stations or news media posts your article, they can be sure it's legitimate content. They reward these efforts with higher rankings and traffic.

So - drum roll, please - here's a list of 106 ideas that you should consider publishing news about your business and get it featured.

## Consider Submitting a Press Release Every Time You...

1. Rewrite or create your company's mission statement
2. Create a helpful IFTTT.com recipe for your customers or industry
3. Donate to charity
4. Write a helpful blog post with free tips
5. Join a social network with scheduled content releases and ask for followers
6. Release an E-book, report or white paper
7. Piggyback on a recent news story by announcing related expert information
8. Serve your 10,000th (or X#) customer
9. Discover any impressive milestone while analyzing company records
10. Run a webinar
11. Run a local in-person workshop
12. Share a particularly exciting **customer testimonial** in the form of an inspiring news story

13. Create a “Day” for your industry (*i.e.* National Pizza Day)
14. Sponsor a **local event**
15. Orchestrate and film a unique demonstration for your product
16. Warn against a negative trend you see in your industry
17. Celebrate a positive trend you see in your industry
18. Appear on TV, radio, a podcast or any other platform
19. Run a **holiday event**
20. Offer a giveaway or event tied to an outrageous, trending news story
21. Disprove a myth related to your business with absolute authority
22. **Hold a contest**
23. Implement a popular new business concept (*i.e.*, Six Sigma)
24. Implement a new technology or piece of machinery
25. Start sourcing materials or employees exclusively within your country
26. Win a major **new client**
27. Join a new association or club
28. Earn a **new certification**
29. Host a celebrity event, book signing, *etc.*
30. Celebrate the anniversary of your company's founding
31. Book a **speaking engagement**
32. Create a Meetup.com group
33. Start your own podcast
34. Create a YouTube channel
35. Start a monthly book club
36. Run a small study and explain its consequences
37. Put together a Lunch n' Learn event
38. Create a **scholarship**
39. Tailor a version of your service to a specific demographic (women / men / young / elderly / healthy / luxury / *etc.*)
40. Convince a notable affiliate to promote your product

41. Create an industry-wide award ceremony
42. Give an employee a creative award
43. Give a **customer of the month award**
44. Interview your competition about a common issue
45. Form your own **industry association** with competitors
46. Celebrate the promotion of an employee
47. Poll your customers and announce the results
48. Develop a creative new use for your product
49. **Volunteer with employees** for a local cause
50. Tally how much your company gave back to the community this year
51. Celebrate a longstanding employee on their anniversary of X# years
52. Debunk a particularly false social media article related to your industry
53. **Trademark a new process** or system in grand fashion
54. Change how your business operates due to a new scientific breakthrough
55. Invite colleagues to an open debate
56. Enhance an existing product
57. Tell the emotional reason you started your business
58. Host a **customer appreciation day**
59. Appoint someone to your board of directors
60. Earn an “A” rating from the BBB
61. Exhibit with a booth at a **trade show**
62. Do an open house tour of your office, factory, etc.
63. Offer an **internship** opportunity
64. Create a plan to “**Go Green**”
65. Take a stand on a newsworthy topic
66. Publicly challenge someone to something
67. Celebrate the retirement of a respected employee
68. Protest local anti-business legislation
69. Provide **free consultations** (generate leads)

70. Provide an annual reminder (*e.g.*, get a flu shot)
71. Attend a major conference or expo and report your view on an exciting presentation
72. Launch an **affiliate program**
73. Promote that you've become an affiliate for another business' new product launch
74. Start a **customer referral program**
75. Start a **rewards program** for loyal customers
76. Book a guest speaker for a live event
77. Pull a creative **publicity stunt** in your town
78. Start a petition
79. Create an entertaining viral video
80. Open a new office or warehouse
81. Celebrate an employee winning a leadership position or award in your community
82. **Re-brand a product** in some way
83. Develop a proprietary algorithm or way of solving a problem
84. Lock in an exclusive or **unique vendor arrangement**
85. Hire a new employee
86. Win a big **sales contract**
87. Get an **article published** in a prestigious publication
88. Announce your availability for certain work, such as consulting or public speaking
89. Launch a new website
90. Acquire or merge with a different company
91. Raise capital
92. Meet an **internal goal** set within the company
93. Write a new sales letter and announce its publication
94. Expand your customer service hours
95. Improve **employee benefits**
96. Run a large **space ad** in a notable publication
97. Start a monthly client **newsletter**
98. Mail a seasonal product catalog

99. Define and announce your “Unique Selling Proposition”
100. Buy local radio ads
101. Rent a newsworthy billboard in a highly visible place
102. Get a vanity phone number (contact your phone company)
103. Add a new bonus item that comes with your core product
104. Start accepting Bitcoin payments
105. Announce a cross promotion, *e.g.*, local gym markets flyers for free Chiropractic exam.
106. Scan [techcrunch.com](http://techcrunch.com), the business section of your local paper and other news sources for your own ideas!