



PR Newswire®

PR Newswire for Agencies:
A Use Case Guide on Getting
the Right Resources for
Client Success



Table of Contents

Introduction	3
Challenge - Extend your competitive differentiation with clients	4
Challenge - Scale your agency by offering content creation services	7
Challenge - Quantify the value of a data-driven approach	8
Conclusion	9

Introduction

Get the right resources for client success

When companies have a moment that matters—a big win, a major breakthrough, a transformative partnership—one of their top priorities is to get the word out. And they rely on their agency to help them get the exposure and visibility they want. For virtually every business success story the public hears, there's an agency that worked behind the scenes to make it possible.

At PR Newswire, our mission is to arm agencies with the tools they need to help their clients build awareness, strengthen brands and move the needle on market and public sentiment—in a media environment where it's tougher than ever to break through the noise and get noticed.

Why are we an essential partner for the world's most successful agencies? We think like agencies, and we've walked in your shoes. Our agency account management team consists of experts with extensive agency backgrounds. They know the challenges you face and the pressures you're under. That means you don't have to bring them up to speed. They get it.

For decades, agencies have relied on PR Newswire to help tell their clients' stories. We've played a supporting role in some of the biggest communications success stories by the world's biggest brands. Here's a quick look at how we can do the same for you.



#1 Source for New Content: A Press Release

—
ACCORDING TO 3,000+
SURVEYED JOURNALISTS¹



The service from the Cision PR Newswire team has been brilliant! I was particularly impressed to be able to speak to helpful and cheerful members of the team later in the evening; this made for a stress-free and positive experience all round.”

—
REBECCA MASON
Publicity Manager
Nosy Crow

Challenge**Extend your competitive differentiation with clients**

Agencies don't just help their clients get noticed. They also need to do it for themselves. And that's a challenge in a crowded and competitive market. By [one estimate](#), there are more than 57,000 PR firms in the U.S. alone.² Standing out isn't easy.

So, what separates one firm from another? Reputation, a diverse portfolio of services and glowing references all play a role. But ultimately, it's agencies that deliver results that really stand out. Impact is the true differentiator. Clients want to partner with an agency that can help them generate coverage and build brand recognition. That can mean reaching the broadest possible audience—or reaching a specific segment with pinpoint accuracy. Regardless of the strategy, they want results.

Solution**Use the PR industry's biggest megaphone**

Your clients look to you to help them put their story in front of the right audiences, whether that audience is across town or across the globe. With PR Newswire, you can give your clients access to the industry's broadest network of print, broadcast and digital journalists and influencers. That means you can be their bridge to:

- 440,000+ newsrooms, websites, direct feeds, and subscribers at print publications, radio and TV stations, financial portals, trade publications and other news outlets across the globe
- 290,000+ journalists have joined the PR Newswire community to receive press releases directly into their email based on the topics that matter to the beats they cover
- 12,000 digital media outlets
- 3.2 million global social followers

Your client's audience can be anywhere, which is why we help you distribute a story everywhere.

Apply precision focus

There's more to successful communications than putting a client's story in front of the biggest possible audience. Finding the most relevant audience segments that would be interested in or impacted by your client's story is far more strategic and renders more success. As your client roster expands across verticals and industries, it's important to have comprehensive distribution options. With PR Newswire, you can choose from 7,000 media outlets to customize your distribution based on location/geography (national, regional or local), industry focus (such as consumer, technology, energy or education, to name a few), or area of interest. With more than 200 beats and verticals, your client's story is sure to land in front of the right audience.

Unmatched Reach

- 440K+ Outlets
- 290K+ Journalists
- 12K Digital Outlets
- 3.2M Social Followers

Go Beyond Your Media List

Instead of flooding an oversaturated media environment with more content, PR Newswire provides access to the right media contacts from the media outlets most relevant to your client's story. These contacts are part of our PR Newswire for Journalists (PRNJ) community, and through our onboarding process have indicated their interests in specific beats, topics and content areas. More than 290,000+ journalists are a part of this community and have opted-in to receive news directly from PR Newswire. More than 20,000 journalists, bloggers and influencers receive PR Newswire-generated news releases daily. They trust the content they find on prnewswire.com and are a captive audience for your client's content.

Provide guaranteed engagement

One of the challenges agencies always face is showing clients results. But it's not always easy to make a direct link between your efforts and increased awareness, shifts in public sentiment and market impact. With PR Newswire, you have the tools you need to show your client quantitatively that their messaging is grabbing attention and moving minds.

- **Social Video** - With today's media-savvy audiences, video can sometimes speak louder than words. Our award-winning team can transform your client's existing content—press releases, blogs, white papers and more—into social-ready video that's guaranteed to drive higher engagement on Facebook, Instagram and other platforms—with up to 250,000 guaranteed views.
- **Multichannel News Releases (MNR)** - Give your client a branded landing page that combines paid, owned and earned media strategies to deliver 10,000 guaranteed landing page views. We combine your client's press release and up to six multimedia assets—video, images, audio and more—into a single, branded landing page experience exclusively dedicated to their story and message.
- **Guaranteed Paid Placement (GPP)** - Paid placements turn your client's press releases into sponsored content that will appear on the websites their target audience prefers. Rather than relying on the chance of a journalist picking up the story, you can secure your client a prime spot in the media real estate their audience regularly visits. Paid placements seamlessly integrate into a publisher's news feed by matching the look, feel and subject matter of the website that readers are already browsing.

Guaranteed Results

- Combine paid with earned media to maximize impact
- 250K Guaranteed Views from Social Video
- 10K Guaranteed Views from MNR
- More Guaranteed Views with GPP

“

The whole process of working with the Cision team was excellent from start to finish.”

DANIELLE PALEAFICO

Senior Account Supervisor
Coyne PR

Access critical expertise to tell client stories better

PR pros know that the way you tell a story can be as important as the story's content. Even the most groundbreaking announcements and industry-shaking news can fall under the radar in a crowded media landscape. PR Newswire's Customer Content Services (CCS) team is staffed with tenured editorial experts—experience you can tap into 24/7/365 to hone your client's story in the most compelling way. The CCS team can also work with you to develop the search engine optimization (SEO) tactics and distribution best practices that help your client's story break through the noise and get noticed. You have on-demand, expert guidance to help you use compelling multimedia, craft attention-grabbing headlines and format content for better readability.



More Ways to Make You Stand Out

As an agency, you have your own moments that matter. When you win a new client, reach a new milestone, promote a new leader (to name a few moments that matter), you can send a free press release on our US 1 Premium Network. Reach out to your dedicated account manager to learn more. Don't have one yet? [Speak with an expert](#) to get signed up!

Benefit from industry insights to refine client stories

Not all industries are created equal. Each one has its own place in the world, its own nomenclature and unique narratives. To deliver a client's message effectively, you need to understand industry nuances and context. You need to be a native speaker of that industry's language.

The PR Newswire team combines decades of industry-specific expertise with advanced tools such as AI-driven analytics technologies to help you understand the history and evolution of your client's industry, analyze market sentiment, assess competitive threats and better engage specific audience segments. Armed with these insights, you can strengthen your role as a trusted advisor to your clients on how best to build and strengthen their brand. Our team works around the clock to highlight, summarize and explain news coverage about brands, products, industries and more—so you stay on top of the world your clients are navigating.

Challenge**Scale your agency by offering content creation services**

It takes a steady stream of content to build an effective brand. And that content has to be credible, relevant and compelling. It's not enough to tell your client's story in a clear and consistent way. You have to give your client's target audience something that's worth their time and attention. And the volume and frequency of content matters, because your client never knows when they'll have the chance to make their case.

The window of opportunity to grab the attention of your client's audience is small and shrinking. So, when they get the chance, they need to make the most of it. Research shows that a growing number of journalists look for rich media content to accompany a pitch or press release.³ But talented content creators are in short supply—and client needs ebb and flow. It can be a juggling act to source the skills you need, when you need them to meet client demands.

Engage Our In-House Agency

When you work with our team, you can be confident in their abilities.

100+

creative awards

200+media tours
annually nearly
2x more than our
closest competitors**1,000+**companies -
both agencies
and brands**800+**webcast and
live events
every year**Solution****Tap into award-winning creative services that work as an extension of your team.**

PR Newswire's award-winning creative team can help you expand the portfolio of services you offer to clients. Our expert editors, producers, writers, videographers and graphic designers work as a seamless extension of your team to help you create the high-quality deliverables that help your clients stand out and get noticed. The lineup of available services includes:

- Creative and content services
- Live action video and animation production services

- On-site or virtual event production support
- In-studio or virtual media tours. And more!

With our creative services team, you can offer clients state-of-the-art video production, design services, podcast production and more—without adding to your own headcount and overhead. Our team works on your behalf, which means you stay in complete control of your profit margin, avoiding the risk and complexities of a third-party partnership with another agency.

Challenge**Quantify the value of a data-driven approach**

Some agencies struggle to get their clients to adopt data-driven communications strategies. But as every PR pro knows, creating a great messaging and branding strategy takes more than a way with words. A lot of market research goes into a successful campaign—including the analysis of how a release performs. The right insights can help

a client understand what their audiences respond to and how to improve engagement—as well as how to refine future campaigns and where to focus budget and resources for the biggest impact.

Quantitative data also helps prove the agency's value to the client, which helps with contract renewals, retainer packages, etc.



The two metrics that we typically measure most are pickup and engagement. We've started really leaning into engagement, as strong engagement means our release was written in a way that captivated readers so much that they took action.

We've seen a massive uptick in engagement recently, which is really exciting for the team...I would definitely recommend PR Newswire to others."

SYDNEY SCHOOLFIELD

Global Lead, External Communications
& Public Relations
MoneyGram

Solution**Provide visibility into press release results**

PR Newswire helps you offer your clients turnkey communications solutions—including the analysis needed to define and refine effective communications strategies. Our Visibility Reports help your clients see exactly how each release and campaign perform. They paint a picture of

the audiences that consume your client's content, with demographic data to provide critical context around engagement. Armed with this visibility, teams uncover new audiences and message tracks to maximize results and boost overall awareness.

PR Newswire helps you put clients in the spotlight when the moment matters

Technology has rewritten the rules for successful communications. It's easier than ever to get a message out, but harder than ever to get heard. That's why agencies play such a critical role. They help clients reach the right audience, say what needs to be heard and get the interest and attention that helps them move hearts and minds. They help them harness the power and potential of the latest technology to build their brand and market image.

PR Newswire can help you shepherd your clients through this new era of communications challenges. We're the partner that agencies rely on to help clients make the most of the moments that matter.

Ready to see the difference that a partnership with PR Newswire can make? Let's start the conversation.

“

For anybody looking to stay on top of the latest PR trends and make the best out of their content, I would really suggest using the PR Newswire team. They truly work as our partner in content.”

SARA WISKERCHEN

Managing Director, Media Communications
National Association of REALTORS®



REFERENCES

1. Cision State of the Media 2023 report
2. [IBISWorld](#)
3. Cision PRN State of the Media survey

About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 440,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of

services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

Get Started