

PR Newswire®

HOW TO CHOOSE THE BEST PRESS RELEASE DISTRIBUTION SERVICE



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DEFINING YOUR PRESS RELEASE DISTRIBUTION NEEDS

It's no secret: The digital landscape is saturated with content, and it can be tough to break through the noise. A [high-quality press release](#) is crucial for increasing brand awareness, reaching target audiences, building credibility and sparking conversations. But even if you have the perfect press release, choosing the wrong distribution partner can be detrimental to your campaign's return on investment (ROI).

Figuring out your brand's objectives, analyzing vendors and measuring success can be a complex job. That's where press release and content distribution providers come in. There are many marketplace options from which to choose, and they vary widely in what they offer and how well they can help achieve your objectives.

So, how do you choose the right service? It can be intimidating, but there are several basic questions that your team should answer before selecting a distribution partner.

It's important to have a clear idea of what you need before you get too far into the buying process—and well before you start comparing vendors. Otherwise, you may focus on products and providers that miss the mark, instead of identifying avenues that will help you achieve your marketing and communications goals.

Let this be your guide to posing essential questions you should consider when picking the best press release distribution and amplification provider that will work for your brand.



Q: What is the desired outcome of your communications campaign? Do you have a single goal in mind, or are you trying to accomplish a range of benchmarks?

Before diving into the specifics of various press release distribution services, you first need to define the purpose of your campaign. Are you aiming for a singular, laser-focused objective, such as announcing a new product launch and driving initial sales? Or do you have a broader set of goals you're hoping to achieve, like increasing brand awareness, improving SEO rankings and securing media coverage in specific publications?

Clearly defining your desired outcome, whether it's a single bullseye or multiple targets, will significantly influence the type of distribution service that best aligns with your needs and ultimately drives the results you're looking for.

Consider which of these results are critical to the success of your campaign and how a distribution partner can help you achieve them:

- **Earned Media Pickup:** According to [Cision and PRWeek's 2025 Comms Report](#), 30% of PR professionals say they're relying more on earned media than last year. Third party coverage reinforces and authenticates the story your brand is trying to tell. Choose a content distribution service that is a trusted source for the media with a history of providing valuable news and information. Make sure the provider offers direct and credible delivery to editorial systems and newsrooms of major media organizations and trade publications. Because more journalists than ever are freelancing, the ability to target individual influencers via email is very important to a well-rounded media relations strategy. Ideally a service should also connect brands and industry experts with journalists so they can write compelling stories together.

- **Online Visibility:** Your content distribution service should enable your brand to reach the websites that matter most to you. However, it's not just about the number of website visitors a site has. Are you targeting relevant placements? Big name sites such as Yahoo!, MarketWatch, Business Journals, etc., attract a large viewership and increase the chance that people will see your content, while niche sites reach highly engaged and targeted information seekers. Also consider who else you want to reach, from blogs to broadcast media, news and information services, newspapers, portals, trade publications and investor sites. The ideal distribution service has a network of newsrooms, websites and influencers that meet your needs.



- **Search Visibility:** According to [marketing research](#), 81% of consumers conduct research online before making a major purchase. By boosting your brand's discoverability, you can maximize results for your PR campaigns. A press release distribution service's own website is key to getting your content to show up in search engines. Make sure that the site has industry-leading search authority, is search engine optimized and receives millions of visitors each month. By using a search engine-optimized distribution service, you increase your chances of organically reaching your target audience. (And don't forget to follow [SEO best practices](#) when writing your press release—it can significantly boost your story's visibility!)
- **Multichannel Exposure:** You probably have content promotion for your owned and shared channels—website, blog, social—well thought out, but is that enough when your goal is to acquire new prospects and contacts? A [Multichannel Amplification™ strategy](#)—that includes press release distribution—can get your message in front of additional professionals and consumers. Your ideal content promotion partner will have an extensive network, as well as content and targeting options that will help your story get discovered—and acted on—by the audiences you seek.
- **Brand Engagement:** How does your press release service enable you to share your content on social channels? While many services will include the standard social sharing buttons, these typically require users to write the social post themselves. Having [pre-drafted social posts](#) built right into the pages hosting your news releases allows you to increase the number of social shares while maintaining control over the message.
- **Compliance and Shareholder Confidence:** Meet regulatory requirements by delivering your news to all disclosure points and financial terminals simultaneously and securely through your distribution service. This is a must for publicly traded companies that need to deliver news directly to investors, financial information institutions and systems. Your provider should also have a rigorous vetting process and maintain strict guidelines and security procedures.

Boost Your Story's Discoverability

By distributing your press release with PR Newswire, audiences are more likely to discover your news on our high-ranking, SEO optimized website.

PR Newswire's website drives over twice the organic search traffic and has more highly ranked keywords on top search engines, compared to our leading competitors.

Are you ready to get more visibility for your content, boost traffic to your brand's site and improve your online presence?

GET STARTED

PR Newswire®



Amplify Your News with Multichannel Distribution

According to the [2025 Cision State of the Media Report](#)—a survey of more than 3,000 journalists—when asked what type of content they want to receive from brands, 72% said news announcements and press releases. With PR Newswire, you can get your press release in front of the right media audience, including:

66,000+

media outlets

10,000+

websites around the world

427,000+

journalists and influencers via our dedicated journalist community

200+

targeted beats and verticals



Who is your intended audience?

Pinpoint your geographical, industry-specific and demographic goals.

Understanding precisely who you are trying to reach is critical when selecting a press release distribution service. Whether you're casting a wide net or focusing on a niche audience, consider the geographical locations where your message will have the most impact, the specific industries whose attention you need to capture and the key demographic characteristics of those you want to engage.

By clearly defining your intended audience—their location, industry and demographic profile—you can choose a distribution service with the targeting capabilities necessary to ensure your message reaches the right people.

- **Local, regional and national markets:** Whether you want to gain attention across a wide spectrum with a national audience or target your message through a narrow, local lens, your press release distribution service should offer a solution to match your requirements.
- **Specific industries:** If you want to target a niche, industry-specific market, consider the targeting capabilities that a service provides. You should be able to specify that you want to reach journalists in a certain sector or send your press releases to websites that cover industry-specific markets.
- **Multicultural markets:** You've tailored your message to reach your target audiences—but don't overlook relevant multicultural audiences. Your service should offer a diverse collection of distribution options that reach specific ethnic audiences, including Hispanic, African American, North American Chinese and Native American.

- **International:** Can your service meet your brand's international communications needs such as local language distribution and reaching key influential outlets by country and industry? Professional translations should also be offered as many media outlets will only recognize news written in their native language. Your service should be a knowledgeable partner with international media experts to help you navigate these foreign waters.

Reach Your Audience Where They Are

PR Newswire has the most comprehensive global distribution network available today, including:

- ✓ *Targeting to 170+ countries in over 40 languages*
- ✓ *Newslines targeted by region, state and city*
- ✓ *Niche reach to various industries and verticals*
- ✓ *Multicultural newslines within the U.S.*
- ✓ *International distribution and translation services for global reach*

[LEARN MORE](#)

Q: What press release features are important to you?

Text-only press releases are no longer enough to generate high engagement. Journalists and readers alike are drawn to visually compelling, well-structured announcements that catch their eye, highlight key details and make it clear why it's worth their time to read. [Our own research](#) shows that including multiple multimedia assets with your release can generate **six times the engagement** of a text-only press release.

Consider the specific features offered by press release distribution services that can not only distribute but elevate your message. Identifying the “must-have” features will help you narrow down your options and select a service that provides the tools necessary to create a truly impactful press release that gets results.

- **Enhanced Release Formatting:** A successful press release utilizes easy-to-read formatting and eye-catching multimedia to boost reader engagement and improve SEO. Does the distribution service enable you to include sub-headlines, bullets, anchor text and bolding to make your message visually interesting to readers and journalists? Can you adjust the layout of the page to best highlight multimedia, pull quotes and more? *(Hint: You can do all of this with PR Newswire.)*
- **Multimedia:** The [2025 State of the Media Report](#) found that 20% of journalists are more likely to pursue a story if it includes multimedia. Does the distribution service allow you to embed photos and videos to tell a compelling story in a visually engaging way? And does that multimedia content follow your press release everywhere it goes? Make your story stand out and build deeper connections with your audiences by providing multimedia content—videos, photos, infographics, PDFs and audio clips—with your press release.

- **Additional Services:** From media monitoring to targeting platforms, video production, [strategic media placement](#), media and [IR websites](#) and international distribution—make sure your vendor has the capabilities to support your brand's current marketing and communications programs and future strategic needs.

Multimedia is a powerful tool. PR Newswire offers a suite of best-in-class multimedia products making it easy for you to tell a dynamic story. Captivate your audience with visual content that drives engagement, boosts visibility and secures editorial coverage.



Drive Engagement + Promote Content

Work with PR Newswire's Content Services division to transform your press release and multimedia into a [Multichannel News Release](#), a visually-compelling, branded landing page that garners 10K guaranteed views.

Q: What are your service level expectations?

Beyond the available newslines and custom press release features, the level of support and service you can expect is a critical factor in your distribution service decision. Consider the degree of assistance you'll need throughout the process, from refining your message to managing its dissemination.

Evaluating your service level expectations will help you identify a partner that not only distributes your news but also provides the support you need for a successful communications campaign.

- **Professional Editorial Guidance:** Consider the credentials of the team that will help you polish your press release. Are they degreed professionals with industry experience? Some questions to ask include:
 - Do staff proofread and evaluate the content under standardized quality guidelines?
 - Do they offer advice on search engine optimization and best practices?
 - Can they provide in-depth content analysis and feedback?
 - How quickly can they turn around my press release?

- **User Experience:** The service should offer a secure, online, easy-to-use submission process. Consider whether a secure online portal and account management tools are offered to help you optimize the release process. For example, can you preview and approve a copy of your content before it goes out? Can you schedule your press release for a specific time?
- **Hours:** If your brand needs assistance outside of normal business hours, consider a service that stays open 24 hours a day, 7 days a week. Crisis communicators can attest to the value of having an always-available staff on hand.

Press Release Distribution Made Easy

PR Newswire's secure online portal provides a streamlined distribution workflow. Choose a targeted distribution, upload multimedia, set release timing and preview your press release before it goes out.

Plus, our data-powered AI tools can help you generate new release drafts, optimize existing drafts, identify keywords for discoverability, suggest engaging headlines and more.





Partner With Our Customer Content Specialists

PR Newswire's editorial team—available 24/7—proofreads every news release for grammar, spelling, punctuation and broken links. They'll also tag your announcement for the appropriate target industries to ensure it reaches the right journalists.

In addition, they're versed in SEO-related guidelines and public relations best practices to help optimize your immediate and long-term search performance.

Q:

How can you evaluate success?

You want a service that can help you measure the success of your brand's content promotion and distribution efforts. Analytics should be part of the package, providing actionable information and valuable ROI to help you gain insights and parse data by release and account performance.

- **Reporting:** Can you see where your content appeared online, how many views it received and what organizations are interested? Ideally, you should be able to uncover the audience that viewed your content and track engagement with click-throughs, shares and downloads. Find out if the distribution service enables you to export data and analyze your success so that you can gain insights on current performance data and plan future campaigns.
- **Support:** In addition, does the provider supply you with a dedicated point of contact that can help you understand your results while providing consultative feedback to exceed your communication benchmarks?



As you enter the decision-making process, have a clear goal in mind when choosing between services. Determine what you want your desired outcome to be — it could be earned media pickup, online visibility, brand engagement, audience acquisition or a combination. Articulating your goals at the start will provide a framework for evaluating press release and content distribution services.

PR Newswire®

MAKE YOUR STORIES GO FURTHER WITH THE POWER AND CREDIBILITY OF PR NEWSWIRE

Reach the audiences who matter most with the world's largest and most trusted press release distribution provider.

SEND A PRESS RELEASE



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.