

PR Newswire®

PR Newswire for Agencies: A Use Case Guide



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 knows 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. In this guide, we'll show you how we can do the same for you by offering solutions to some of your largest challenges.

What Journalists Want Most? A Press Release

According to 3,000+ Surveyed Journalists

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.

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 audience, 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:

- 500,000+ newsrooms, websites, direct feeds, and subscribers at print publications, radio and TV stations, financial portals, trade publications and other news outlets across the globe.
- 280,000+ journalists who 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.
- 11,000+ digital media outlets.
- 3.2 million global social followers.

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

Partner with PR Newswire to Boost AI Search Visibility

Our team is dedicated to continuous innovation that keeps us ahead of the curve in the evolving AI search landscape.

As a result, PR Newswire consistently outperforms competitors when it comes to getting our customers' press releases surfaced and referenced by AI.

Don't leave your client's AI visibility to chance! Break through the noise and stay at the top of the conversation with PR Newswire.

Apply precision focus

There's more to successful communications than putting a client's story in front of the biggest possible audience. Identifying the most relevant audience segments for your client's story is a strategic priority that drives significantly better outcomes. As your client roster expands across verticals and industries, it's important to have comprehensive distribution options.

With PR Newswire, you can 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.

Go beyond your media list

Instead of flooding an oversaturated media environment with more content, PR Newswire provides access to the right contacts from the media outlets most likely to cover your client's story. These contacts are part of our PR Newswire for Journalists and MyCNW communities. Through our onboarding process, they have indicated their interests in specific beats, topics and content areas. More than 280,000+ journalists are a part of this community and have opted-in to receive news directly from PR Newswire. They trust the news they receive from PR Newswire and are a captive audience for your client's content.



280K+

journalists are part of our PR Newswire for
Journalists and MyCNW community

Provide guaranteed engagement

- **Feature Story Amplification** - A Multichannel Amplification™ approach helps agencies effectively extend the reach of each client's story beyond the wire. Our strategic partnership with Stacker enables you to scale earned media pickup by getting your high-quality bylined articles seen by editors at thousands of publications. Earn organic (not sponsored) placements in their newsfeeds for enhanced credibility and visibility with audiences and AI. Reports allow you to easily track story performance, including reach and engagement.
- **Multichannel News Release** - 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** - 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 with PR Newswire Content Services

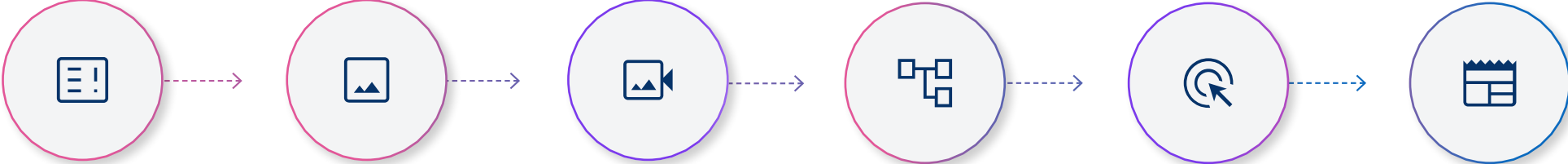
Combine paid with earned media to maximize impact

- **Boost earned media pickup** with Feature Story Amplification
- **10K Guaranteed Views** with Multichannel News Release
- **More Views and Engagement** with Guaranteed Paid Placement

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 team is staffed with tenured editorial experts—experience you can tap into 24/7/365 to turn your client's story into a release designed to maximize engagement.

The team can work with you to ensure you're following the latest search engine optimization (SEO)/Generative Engine Optimization (GEO) tactics and distribution best practices that help your client's story break through the noise and get noticed. With PR Newswire, you have access to on-demand experts who are ready to help you use compelling multimedia, craft attention-grabbing headlines and format content for better results.



Challenge: Scale your agency by offering content creation services

It takes a steady stream of content to build an effective brand. And that content must be credible, relevant and compelling. It's not enough to tell your client's story in a clear and consistent way. You have to provide their audience with content that's worth their time and attention.

The window of opportunity to grab the attention of your client's audience is small and shrinking. So, when the chance arises, you need to help them make the most of it. Journalists are looking for rich media content to accompany a pitch or press release. But talented content creators are in short supply and client needs ebb and flow.

Solution: Tap into award-winning creative services that work as an extension of your team

PR Newswire's award-winning content services 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 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 content services team, you can offer clients state-of-the-art media services—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.

Engage Our In-House Agency

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

100+
creative awards

100+
media tours
annually

1,000+
companies -
both agencies
and brands

800+
webcast and
live events
every year

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 communicator 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 and AI agents 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.

Solution: Provide visibility into press release results

PR Newswire enables you to offer your clients turnkey communications solutions—including the analysis needed to define and refine effective communications strategies. Press release performance reports, available in the PR Newswire Amplify™ Report module, help your clients see exactly how each release and campaign perform, with insights that include:

- **KPIs at a Glance:** View data on traffic, audience and engagement as well as more granular details like traffic sources, device types, geo location, etc.
- **AI Visibility:** Get a breakdown of how many times large language models (LLMs) have cited the press release.
- **Clear Visuals:** Graphs and tables make it easy to understand performance data.

- **Release Comparison:** Compare the performance of up to 3 releases in a single report.
- **Account Performance:** View aggregated performance data across an entire account or brand.

The reports paint a comprehensive picture of the audiences that consume your client's content, with demographic data to provide critical context around engagement. Armed with this data, teams can measure the success of their campaign and understand their return on investment.



Challenge: Streamline your PR workflow for more effective campaigns

Agencies today are under more pressure than ever. They're expected to tell compelling stories for multiple brands faster, across more channels, with fewer resources and still provide measurable results. At the same time, navigating a rapidly changing tech landscape means more complexity, more choices and more uncertainty around which

tools actually support their workflow and produce real outcomes.

Yet most tools only solve for one piece of the workflow, leaving agency teams to cobble together separate solutions or tools for campaign planning, content creation, distribution, amplification and reporting.

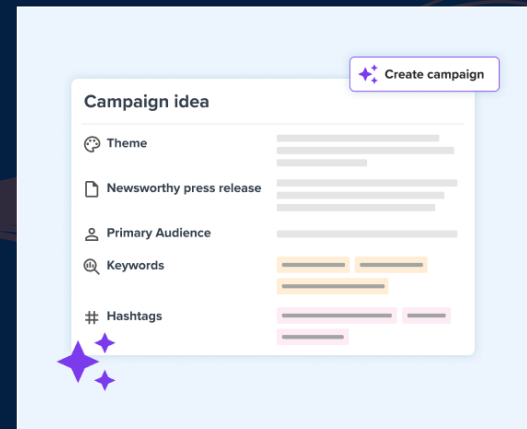
Solution: Build unified, impactful campaigns with PR Newswire Amplify™

PR Newswire Amplify™, our enhanced, AI-powered customer platform, is purpose-built to streamline the process and support the entire campaign journey. The secure dashboard brings our Multichannel Amplification™

approach to life, enabling agencies to seamlessly plan campaigns, generate, edit and optimize content, distribute their clients' news across channels and measure results.

Research, ideate and create compelling campaigns

A strong PR campaign doesn't just happen. Getting your client's story seen by the right audiences on the channels they're using requires thoughtful, data-driven research and planning. The PR Newswire Amplify™ **Plan module** enables users to uncover timely topics and storylines for their client's industry, auto-generate detailed campaign plans with AI-suggested content and timelines and move seamlessly into content generation and distribution.





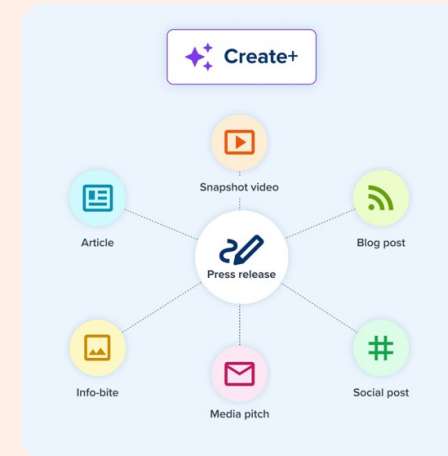
Enhance content creation with AI

Amplify uses proprietary AI based on decades of press release performance data and best practices to create press releases and other campaign assets that are optimized to resonate with audiences, including journalists, consumers, investors and AI search engines. Amplify's **Create module** acts as a powerful editorial partner, whether you want to create a press release from scratch or enhance an existing draft.

- Get real-time, actionable suggestions for optimizing your release for visibility and engagement—not only for news consumers and journalists, but also for AI search. AI search is changing how brands are discovered online, and our platform will provide tips for Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) to increase the chances of your client's story being cited and referenced in AI search results.
- Powerful brand voice controls allow agencies to define and fine-tune a unique personality for each client, ensuring scalable, brand-aligned content for each client that is tailored for individual channels.

- Using the press release as a foundation, the platform can quickly generate a suite of campaign-aligned content, including blog posts, snapshot videos, media pitches, info-bites and social posts.

For busy agencies juggling campaigns for multiple clients, the Create tools enable you to quickly generate a full campaign's worth of engaging, on-brand content to tell your client's story effectively across multiple channels.



Reach the audiences that matter— for every client

Multiple clients means that every campaign and press release has a unique target audience. With our decades of experience, global distribution network and advanced AI tools to help optimize your distribution, PR Newswire can help agencies successfully reach the right audience for every brand.

PR Newswire has the largest 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

Our AI-powered platform can help you identify the right path to getting your story seen. Whether you're casting a wide net or focusing on a niche audience, our distribution options help you capture the attention of those your client wants to engage.

Measure the impact of your campaigns

As we mentioned previously, Amplify's Report module offers a comprehensive look into your campaign's performance. Our enhanced reports enable agency teams to gain immediate clarity on their most critical metrics like pickup and engagement.

You can also view performance data for any multichannel asset additions, like Multichannel News Releases, Guaranteed Paid Placement and multimedia included with press releases.

With these actionable data insights in hand, your team can get a clear picture of which tactics are working for each brand and justify and optimize budgets for future campaigns.

For agency teams working with various brands, Amplify allows you to plan smarter campaigns, create content assets faster, amplify clients' stories further and deliver measurable results to prove ROI.



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 clients 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.



About PR Newswire

PR Newswire is the industry's leading press release distribution partner with an unparalleled global reach of more than 500,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our innovative AI-powered PR Newswire Amplify™ platform, 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 Multichannel Amplification™ catalogue of solutions to solve the modern-day challenges PR and communications teams face. For more than 70 years, PR Newswire has been the preferred destination worldwide for brands to share their most important news stories.

GET STARTED