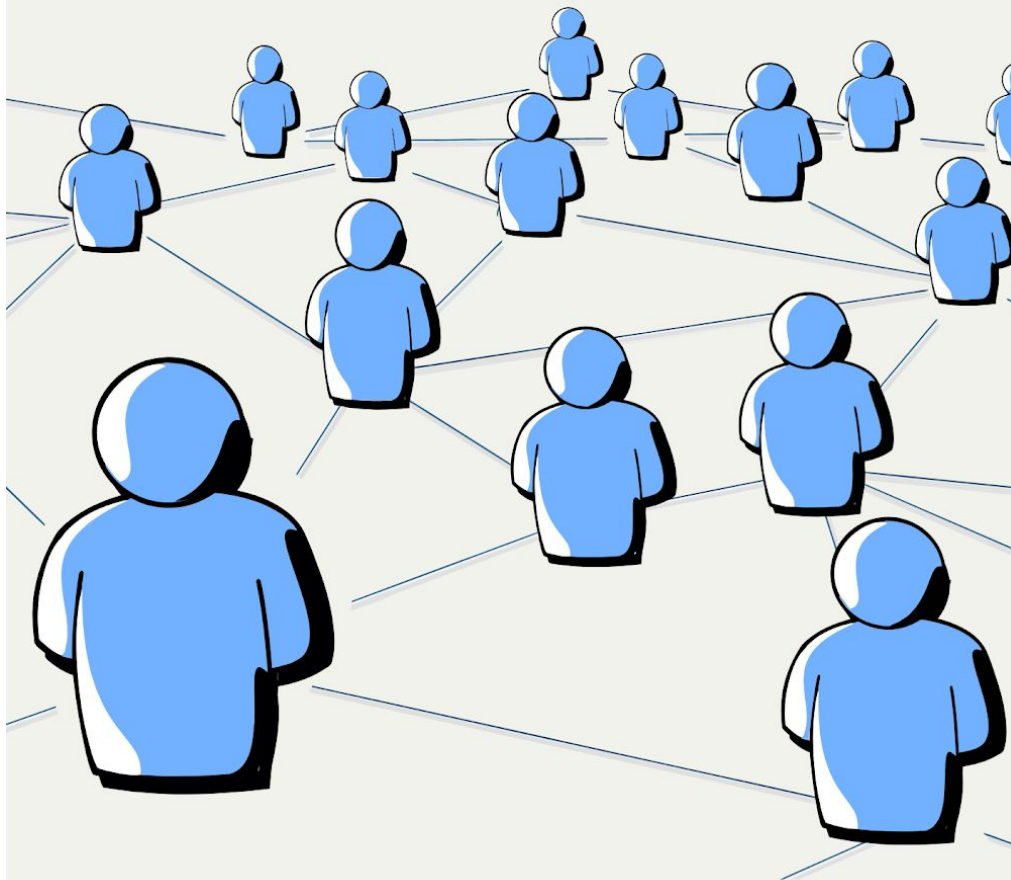


PRESS RELEASE CASE STUDY

*How One Business Press Release Went Viral
and Generate 6,000 Visitors*



Marketers**MEDIA**

“Does Press Release Still Work?”

Working in the PR industry, this is one of the questions we have been asked the most: **Does press release still work in 2018, 2019, or 20XX?** (*kindly fill in the blank*).

It seems that press releases have been thought of as a marketing tool of the past, and we can understand *why*. Looking around the internet for information and resources about PRs, we have come to realize that most of what we read are often outdated.

Oftentimes, press releases are just regarded as a must-have, cost-effective marketing strategy you should use to boost your business growth and traffic. However, this is never backed up by actual statistics or even methods on **how you can make the press release work.**

At the end of the day, this just leaves us wondering how effective is press release, really? That's why we at MarketersMEDIA have created this case study to showcase what a news release can truly do for your business.

The case studies used in this guide are from our customers who have distributed their news releases with us, and the dissection of each press release is based on our analysis and do note these are results only from MarketersMEDIA.

The traffic results does not include those from the 500 authoritative media outlets the press release has been distributed to which includes USA Today, MarketWatch, Comtex, ABC, CBS, NBC, FOX, VNN, and more.

[You can check out our full distribution list here.](#)

Case Study 1: New Website Announcement

Press Release Title:

Rahul Balam Announces the Launch of Balam Law Office's New Website

Announcement Date:

October 9, 2019

Media Pickups:

510

Business Goal:

Raise awareness about new website for law office

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Rahul Balam Announces the Launch of Balam Law Office's New Website


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Balam Law Office in Santa Rosa launches a new website to better reach and serve their clientele.

SANTA ROSA, California - October 9, 2019 /MarketersMedia/ – The Balam Law Office is proud to announce the launch of their new website. This website is an extension of the Balam Law Office's promise to provide excellent communication with their clients.

The new website will also serve to facilitate future clients in finding the Balam Law Office, which handles cases as diverse as finance & security law, burglary, domestic violence, vehicular manslaughter, marijuana charges, and more.

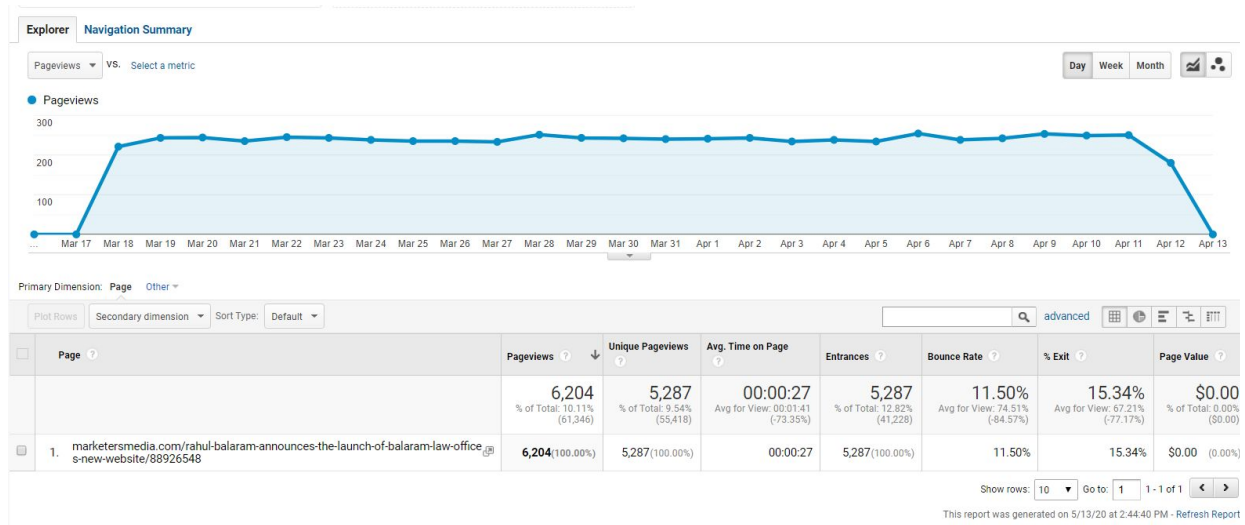
The Balam Law Office was established by Rahul Balam. Mr. Balam has dedicated his career as an attorney to fighting for the people and ensuring that every one of his clients receives compassionate,



Press Release Link:

<https://marketersmedia.com/rahul-balam-announces-the-launch-of-balam-law-offices-new-website/88926548>

Results: >6000 traffic in 4 weeks



Press releases about the launch of a new website is nothing *new*. It is an angle that many businesses use, so much that we would find it in our dashboard almost everyday.

However, none has found such tremendous success in traffic flow than Balaraw's Law Office announcement that has received **over 200 traffic consistently every day**, totaling to more than **6,000 organic traffic in 4 weeks.**

If you were observant, you might have noticed that this surge in traffic came during the period of mid-March to April 2020 when the press release was actually released on October 9, 2019.

So what was the reason behind this drive in traffic? The primary reason is none other than ranking, because if you do a quick google of "Rahul Balaram", you will notice that his MarketersMEDIA press release is ranking for the keyword.

This surge in traffic came when our press release was ranking #1, and though at this time of writing this press release case study we have dropped to position #2, we are still receiving clicks and traffic when people are looking up information about Rahul.

Google

Rahul Baram

× | 🔊 🔍

🔍 All 📺 Videos 🖼️ Images 📰 News 📍 Maps ⋮ More Settings Tools

About 526,000 results (0.36 seconds)

thenewswheel.com > attorney-rahul-baram-discusses-c... ▼
Attorney Rahul Baram Discusses Car Insurance Coverage ...
Feb 10, 2020 - In this article, **Rahul Baram**, of Baram Law Office, discusses insurance coverage with criminal convictions. Only driving-related crimes affect ...


marketersmedia.com > rahul-baram-announces-the-la... ▼
Rahul Baram Announces the Launch of Baram Law ...
Oct 9, 2019 - **Baram Law Office** in Santa Rosa launches a new website to better reach and serve their clientele.

www.thereporter.com > da-dismisses-rape-case-against-... ▼
DA dismisses rape case against former deputy public defender
Jun 12, 2019 - Case against **Rahul S. Baram** 'not provable,' defense attorney says ...

balaramlawoffice.com ▼
Baram Law Offices | Criminal Defense Attorney in Santa ...
Criminal Defense Attorney **Rahul Baram** provides compassionate, zealous and excellent representation to those who have been accused of a crime and face ...

Images for Rahul Baram

solano county public defender defense attorney car thieves santa rosa lawyer burglary



→ More images for Rahul Baram Report images

So what is the reason behind this? Well, what makes this press release unique and more likely to rank at SERPs for its targeted keyword is based on one simple trick and that is by putting your **targeted keyword first in your press release title.**

Of course this is on the basis that you are targeting the right keywords, but we have noticed this trend among press releases that has successfully rank to have their keywords included in the front part of the headline.

However, don't expect your press release to be ranking for short-tail keywords like *law* or *media firm*, this works for more long tail keywords or specific name and brandings.

Another trick we often advise our customers to do is to include LSI keywords of your targeted keywords to make your press release more relevant.

For this, we recommend learning more about LSI Keywords at <https://lsigraph.com/>.

In any case, we hope this shows how one business press release managed to successfully generate over 6,000 traffic, even long after it has been distributed.

No matter individuals or businesses, a press release is a super effective way to build and manage your online reputation. Especially for your business/ brand name or when dealing with public relations, this marketing tool can be super useful.

Case Study 2: Exclusive Interview

Press Release Title:

WNY Holdings LLC Announces Exclusive Interview With Owner and Founder Melissa Williams

Announcement Date:

November 8, 2019

Media Pickups:

510




Business Goal:

To build online presence and reputation for WNY Holdings and Melissa Williams

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[MarketersMEDIA / Newsroom / WNY Holdings LLC Announces Exclusive Interview with Owner and Founder Melissa Williams](#)

WNY Holdings LLC Announces Exclusive Interview with Owner and Founder Melissa Williams

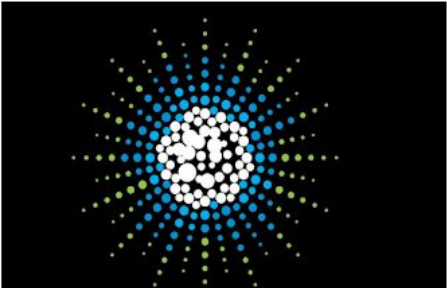
Share This Press Release   

Owner and founder of WNY Holdings LLC, Melissa Williams gives an exclusive interview.

NEW YORK CITY, New York - November 8, 2019 /MarketersMedia/ — Melissa Williams, the owner and co-founder of WNY Holdings, has given an exclusive interview.

In the interview, Melissa elaborates on the passion that inspires her life and her work. She also advises new start-up business owners who want to become entrepreneurs or leaders in their field. She details the inception of [WNY Holdings](#), the critical role her husband Ben plays, and how she keeps going even when faced with challenges and obstacles. Furthermore, she shares her hopes and dreams for the company's future.

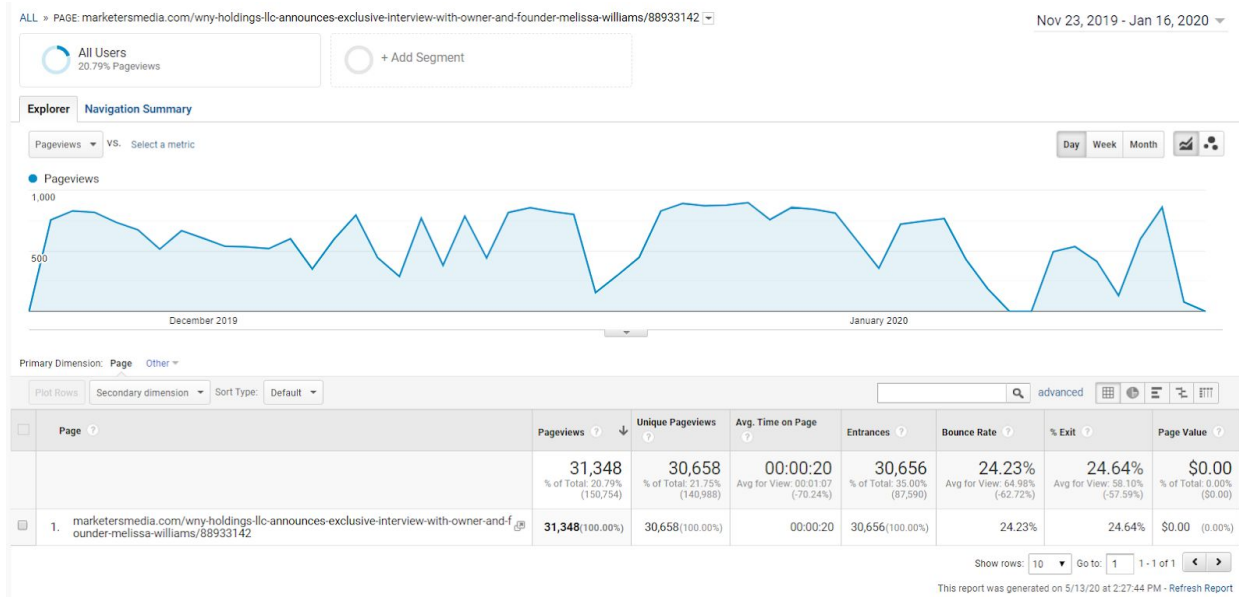
WNY Holdings is a digital marketing firm that delivers effective, high-level strategy and creative



Press Release Link:

<https://marketersmedia.com/wny-holdings-llc-announces-exclusive-interview-with-owner-and-founder-melissa-williams/88933142>

Results: >30,000 pageviews in 3 months



A successful press release knows its audience, provides understandable and easy to use content for journalists. That's why before anything, it is important that you understand your media agenda and write with purpose.

For this press release by WNY Holdings, not only did they create an amazing headline containing their business and founder name which makes it rank easily for their relevant keywords.

Most importantly, their press release content was an **exclusive interview** which made it unique and a source of reference for many websites covering the news.

The press release also got them an interview and coverage in another publication **Times of Startups** which interviewed them in December 2019, shortly after the press release went live.



Ultimately, your press release and every marketing campaign you create should be purposeful. What is your aim of this press release? Who are the target audiences or journalists you are trying to reach? What are the publications you are looking to get a brand mention?

Send a pitch.. Use your press release message and reach out to relevant publications through email to see if they are interested in covering your story.

Case Study 3: The HollyWood Experience

Press Release Title:

PHH Promotions Hospitality Group Introduces the Hollywood Experience

Announcement Date:

March 6, 2019

Media Pickups:

510

Business Goal:

To introduce and promote their service “The Hollywood Experience”

PHH Promotions Hospitality Group Introduces The Hollywood Experience

Share This Press Release



PHH Promotions Hospitality Group propels any Hollywood celebration, opening or event to reverberate through the local scene with a mix of experience, connections and innovation.

Los Angeles, United States - March 6, 2019 /PressCable/ —

PHH Promotions Hospitality Group propels any Hollywood celebration, opening or event to reverberate through the local scene with a combination of experience, connections and innovation.

The Hollywood Experience offered by PHH Promotions ensures that an event is memorable, glamorous and meets all the objectives of the client, but just as importantly is a lot of fun for everyone in attendance. Successful events don't just happen but grow out of meticulous planning, expertise and connections, said Hardy Hollywood Vibert, President of PHH Promotions.

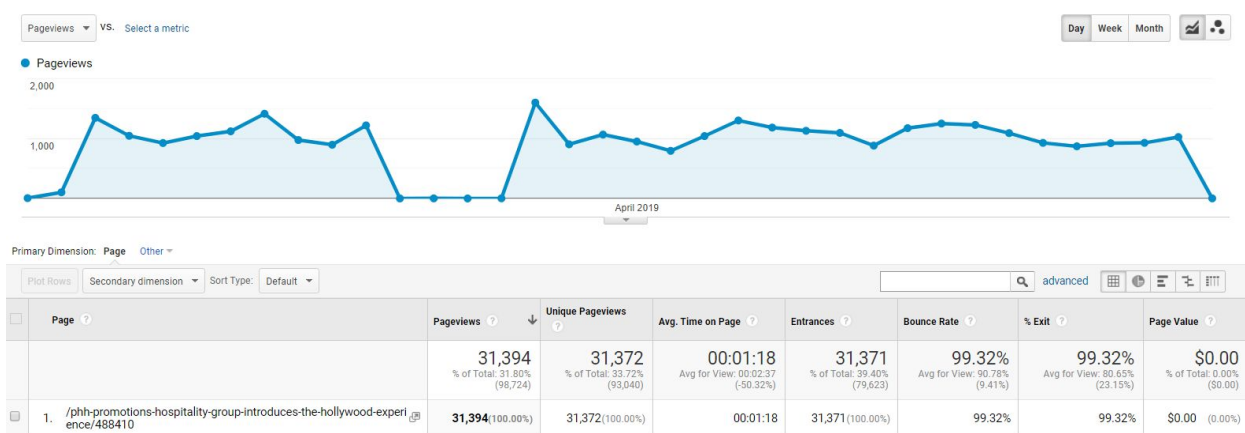
Vibert added, PHH Promotions knows the landscape and the scene to launch a successful celebration and how to get the right people to notice and participate. PHH Promotions Hollywood Experience Event Planning infuses client's events with prestige, glamor and buy in, and not only is everyone going to have fun but it will be a night to



Press Release Link:

<https://marketersmedia.com/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410>

Results: >30,000 pageviews in 1 month



With this press release, it is a staple testament that **Word-of-Mouth marketing still rules.**

It is the best form of advertising to get others to help spread your news and drive social and sales impact. In fact, it is the most effective way to fast track and promote your marketing campaign.

For every press release, you should never just send-and-forget, more importantly you need to share them on your social media platforms like Instagram or Facebook.

2.	/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410	(direct) / (none)	769 (2.45%)
3.	/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410	m.facebook.com / referral	107 (0.34%)
4.	/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410	instagram.com / referral	46 (0.15%)
5.	/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410	linkedin.com / referral	11 (0.04%)
6.	/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410	facebook.com / referral	5 (0.02%)
7.	/phh-promotions-hospitality-group-introduces-the-hollywood-experience/488410	pr.plentissoft.com / referral	4 (0.01%)

But still that's just part of the equation, what truly made this PHH press release a success is in the messaging and that is through creating a message that is the topic of conversation, *contagious even*.

By branding their service as **the Hollywood experience**, PHH has created a conversation not only relevant to people who live in Hollywood but also something exciting and relevant for people who are looking to hold events.

You can see it being shared by the human resource manager as an idea to her boss or see it being shared between friends living in Hollywood to talk about *the Hollywood experience*.

Looking at these 500-word press releases and results, it's hard not to see how beneficial and cost-effective a single press release can be when it is done right.

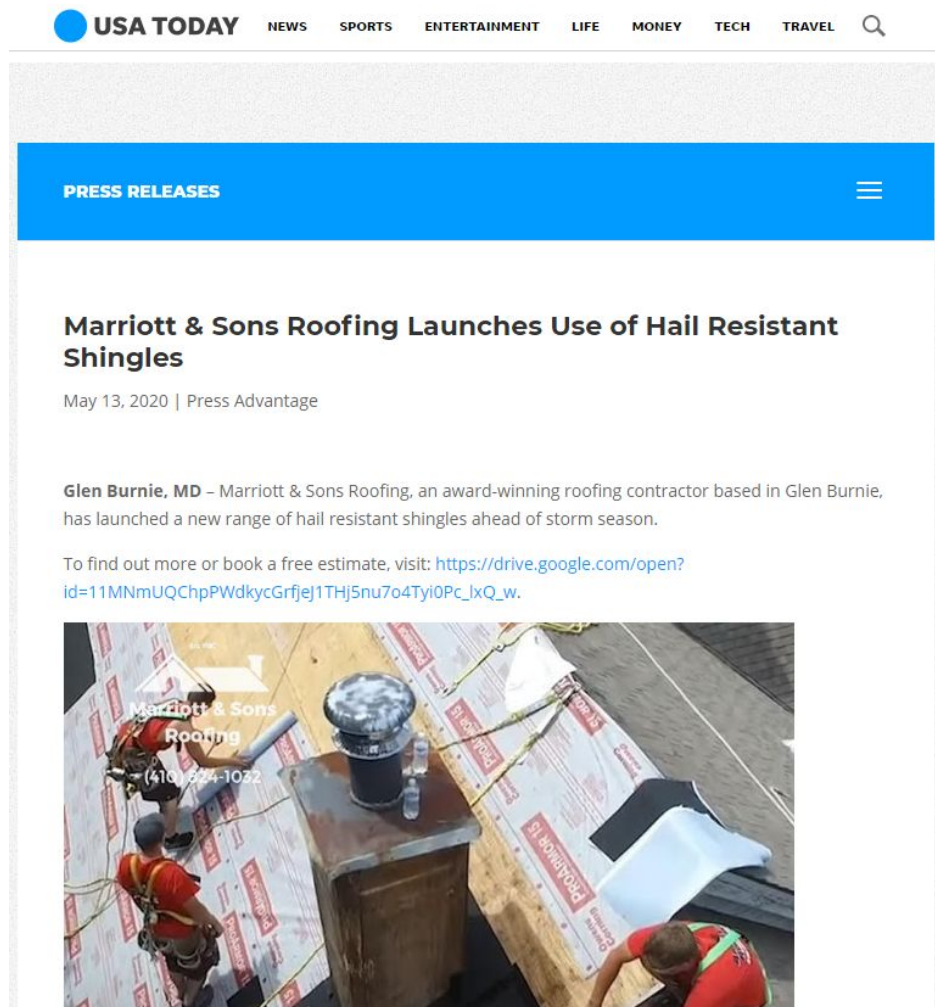
Where Your Press Release Reach Matters

Again, these are just the results from the release being hosted on our website:

[MarketersMEDIA.com](https://marketersmedia.com)

At the same time, the press releases are also being sent to over 500 authoritative media outlets which reach each platform target audiences and also networks of journalists.

In any case, these media contributions play an effectiveness in stimulating consumer conversations and relatedly sales. Especially when it's being featured in trustworthy news sites like Yahoo, MarketWatch, USA Today, ABC, and FOX among some.



Consumers are always online, often googling to make purchasing decisions on the water cooler, or researching and comparing services between competitive brands, and that's the reason why it's essential to manage your online reputation.

Besides, social proof of being featured on authoritative websites and news outlets can bring impact in those decisions, but provided you have the right PR message and continuous marketing efforts.

Again, press releases should not be part of a sent-and-forget marketing strategy, always remember to:

- Do keyword research and include your targeted keywords and its LSI keyword inside your press release content and the front part of your headline.
- Create a marketing message that sparks both online and offline conversation among your target audience.
- Share your press release on social media platforms and pitch it to relevant publications that might be interested in covering it.

The best way to make an impact on features is to pitch good ideas. Again, while editors are unlikely to consider a company specific story – a topical angle, focused on big industry issues, will make an impact.