

Will Press Releases Bring An Explosion Of

By Bob Brolhorst

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Will Press Releases Bring An Explosion Of
Prospects To Your Website Part 1
By Bob Brolhorst

As a professional Marketing Consultant I believe that a press release can be one of your best marketing tools. In comparison to other tools of advertising, a press release is relatively inexpensive. As a rule it is a much more effective way of getting noticed in comparison to almost all other types of promotional advertising. If written correctly, your press release will attract a bevy of new customers and visitors to your website.

Now you are asking, what is there to gain by writing a press release? The first thing you can expect to gain is credibility. If you have ever been to a seminar or listened to a speaker on television your attention is focused on the speaker. Now if this was a television commercial you probably wouldn't be as interested.

Now let's compare the cost of a press release as opposed to advertising. The average cost of a press release is between \$200.00 - \$400.00 and is around three to four paragraphs in length. Let's say now that you want to run an ad in a major newspaper or magazine that is of similar size. You are now looking at around \$800.00 and that is for the cost in just one publication.

When you send out a press release it could feasibly be seen by millions of people. One of the companies that I work with when I send out clients press releases will send it out to over 6,000 different publications. If you do the math on this, you can see what the value and potential of sending out a press release.

Press Releases can be sent out for a number of reasons. For an example: if you are opening up a new business, if you are coming out with a new product, or if you are moving to a bigger store that will enable you to increase your product line.

Sending out a Press Release is only one aspect of what a Press Release is all

about. The other aspect that you need to consider is whether to write the Press Release yourself or have a professional write it. You will be able to read about that in my next issue.

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