

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Press Release Syndication Used As a Lower Cost Online Marketing Medium**

**By Hillary Lane**

With the costs of Online marketing on the rise, marketers are looking for ways to keep their costs

low and marketing exposure high. This has always been a challenge for marketers across the board in many industries. There are a lot of companies utilizing paid advertising on Search Engines like Google and Yahoo, but they are paying an arm and leg to reach their target market.

To get a top advertising spot on these two Web sites home pages, you are going to spend at least \$50,000 and up for a twenty-four hour time frame. Furthermore, you can spend a ton of marketing dollars trying to find consumers via pay per click marketing, but can run the risk of click fraud, which, ultimately can lead to a major loss in your overall marketing budget. This is not to say that pay per click marketing cannot be used to increase your marketing exposure, it is simply a warning to keep in mind when deciding how to get the most bang for your buck.

Many marketers are turning to Press Release Optimization and Submissions tactics to give their Web sites more visibility and keep their marketing costs to a minimum. Companies seeking to gain extra brand awareness can do so by presenting true newsworthy information about their products and services to Newspapers and media hubs across the United States. These Newspapers have editors who crave highly targeted News and will frequently syndicate your News Releases throughout their media distribution channels. The key is to present timely News about your company that will entice consumers into learning more about your current products and services.

According to PricewaterhouseCoopers LLP, who compiled data for the Interactive Advertising Bureau, during the first half of 2005, U.S. advertising online increased by 26% to \$5.8 billion. It is apparent that more consumers every year are using the Internet as a means to purchasing their goods and services. With these types of advertising increases, it makes sense to use the Internet as a marketing medium to spread the word about your company and industry expertise. Building brand awareness via the Internet can be inexpensive if you utilize the right marketing strategies, which leads to the next topics—Press Release Optimization and Distribution.

By fully Optimizing your Press Release you give your News Release the greatest chance at achieving keyword relevancy and prominence among the major Search Engines like Google, MSN, and Yahoo.

## Press Release Syndication Used As a Lower Cost Online Marketing Medium

This factor alone can make a world of difference for your company and help drive targeted consumers to your business Web site. There are also added benefits to Press Release Optimization, which include increased Link Popularity and having other theme based Web sites host your content on their sites; ultimately increasing your Yahoo and MSN keyword rankings.

Press Release Distribution can keep your costs to a minimum and help your business/Web site get the most exposure possible. There are not many marketing channels that yield such a high ROI. Where else can you spend less than \$500 on a single marketing campaign and receive between twenty to one hundred thousand impressions all related to your products and services? The main factor to keep in mind is that Press Releases that are truly newsworthy get the most online marketing exposure. Business owners that write fresh company news build credibility with editors and consumers by keeping their topics up to date and interesting. Press Releases Submitted primarily to promote ones company, and not inform consumers about industry trends, will rarely make the cut for major Newspapers across the country.

Hillary Lane is an Internet Marketing professional who specializes in Writing, Optimizing, and Distributing Press Releases and Articles. Her core competencies are in Link Popularity strategies and acquiring new customers through Search Engine Optimized News Releases.

### **Greater Online Exposure through Press Release Submissions**

**By Hillary Lane**

Every business owner looks for ways to constantly stay ahead of their competitors when doing business on the Internet, or in general. The main component of success involves increasing their website visibility in the search engines. Obtaining better search engine placement and having increased online exposure is a process that takes time, patience, and access to qualified resources. The solution? The implementation of press release submissions will be one giant leap toward a successful online marketing strategy.

Online press release submissions can accomplish many goals that relate to your online positioning strategy. Getting your website content syndicated should be a top priority in your overall marketing strategy. Content syndication will send your website marketing efforts into overdrive if conducted in an ethical manner. I say the word "ethical" because there are many so-called website owners who are using shady techniques to get better search engine rankings and online exposure by utilizing short term spam techniques. Consequently, you will be left with short term placement results and have created a bad name for your company within the Internet marketing community.

Online news wires are taking advantage of RSS (Real Simple Syndication) technology in order to extend their marketing reach via the Internet. This enables your company news to be seen on a variety of websites related to your business news. Furthermore, your news will also be syndicated on other websites if they use news related content. This is a popular means of keeping one's web site up-to-date with industry related content.

Imagine being able to see results in matter of weeks, instead of months as with traditional internet marketing. If your marketing efforts are not getting you the amount of online exposure you desire, I would suggest implementing the power of press release submissions through RSS technology. It is time to gain a competitive advantage in your industry and jump start your online marketing exposure. Press release submissions are the key to unlocking your true marketing potential.

Hillary Lane is an Internet Marketing professional who specializes in Writing, Optimizing, and Distributing Press Releases and Articles. Her core competencies are in Link Popularity strategies and acquiring new customers through Search Engine Optimized News Releases. To learn more about her services, please visit

<http://www.engine-iuspressrelease.com>



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**