PR is the art of influence. Marketwired puts the power of influence at your fingertips by delivering integrated solutions for new PR challenges that are driven by the growing power of consumers and real-time conversation.
IT’S ALL ABOUT MAKING CONNECTIONS

Connecting directly with media, bloggers, consumers and others who can influence buying behavior, sway public sentiment and opinion, and drive people to action gives PR professionals more opportunities than ever. Marketwired solutions give you everything you need to make the most of these opportunities.

From media and influencer targeting to news distribution, newsroom hosting, and reporting, we build each Marketwired solution from the ground up in collaboration with our customers to ensure it works the way you work and gives you a competitive edge.

MAKE YOUR PR MORE SOCIAL, VISUAL AND DATA-DRIVEN WITH MARKETWIRED SOLUTIONS

Drive the conversations that matter
Influence the most important conversations through Marketwired’s targeted distribution channels that send your messages to traditional media outlets as well as to search engines, websites and social channels.

Attract and engage
Create a PR newsroom with Marketwired Impress where your audience can find all the latest news and information about your organization and have the opportunity to interact with you.

Boost visibility and shareability
Add images, video and audio to news releases to make them stand out from the crowd. Embed hyperlinks to drive traffic to your website. Use hashtags and post directly to social media to drive your news into relevant communities and conversations.

Leverage the power of relevant data
Quickly understand what works and why. Accurate measurement is one of the biggest advantages of being a PR professional today, which is why all Marketwired products are driven by meaningful data. Marketwired reports are the best in the business: in-depth, and easy to understand and act on.
Marketwired Resonate: Integrated News Distribution and Social Communication
Create and publish your releases and learn who’s interacting with them in this all-in-one, easy-to-use platform that weds traditional and social media distribution.
• Select the precise industries, geographic regions and audiences particularly interested in your content from Marketwired's comprehensive global distribution network
• Simultaneously send your news to your target audiences and share it with your Twitter, Facebook and LinkedIn groups – without leaving the platform
• Add visual impact, context and interactivity to your news with unlimited multimedia
• Save time and improve your workflow with all your news release tools in one place
• See who read, shared and interacted with your content and compare release results
• Make the most of your communications with a built-in library of step-by-step video tutorials

Marketwired Impress: Integrated Content Management and Newsroom Hosting
Easily create and maintain a discoverable, shareable online newsroom that meets your needs without burning time and resources. Whether you’re looking for a simple company news page or a site with deep content and interactivity, Impress delivers.
• Enjoy team collaboration and workflow support as you update content
• Stay in control of your content with assigned user rights and roles
• Integrate your site seamlessly with your corporate website
• Decide how your newsroom looks with unlimited page flexibility
• Embed your analytics code and track traffic along with the rest of your site
• Allow your stakeholders to view your updates on any device, thanks to mobile compatibility

Mediahub: Media List-building and Contact Management
Build and manage media relationships and create more powerful media lists in seconds. Mediahub's speed, range of functionality and easy-to-use interface make it a media management tool unlike any other.
• Access more than 950,000 individually named contacts throughout North America, Europe, Latin America, Africa and Asia
• Create custom lists of media contacts based on any criteria you need – from geographic region to subject matter – and change them on the fly
• Edit and filter lists to further fine-tune the audience you’re targeting
• Add your own private contacts to build the perfect list
• Be assured of accuracy – Marketwired’s research centers around the globe make thousands of updates every day

Marketwired Influencers: Influencer identification, targeting and engagement
Identify influencers and their online communities, improve audience targeting and create more impactful news release content. Make connections, share your content and build relationships with the people who drive influence and help to amplify your messages. All of this is available in Marketwired Resonate.
• Identify the people and conversations relevant to your company, industry and competitors: learn who’s saying what, to whom, and why it matters
• Research specific influencers to learn more about their interests and activities so you can craft an educated, informed pitch
• Create content that’s aligned with your audiences by using the same topics, keywords and hashtags they do
• Distribute your news to targeted audiences and publish to your social channels to reach your broader influencer network
• Engage influencers and start to build relationships with people who can help share and amplify your news
WHY CHOOSE MARKETWIRED?

Unparalleled influencer targeting
Marketwired gives you a competitive edge with easy-to-use tools that help you find, connect with and engage the individuals who shape purchasing decisions for your type of product or service. You’ll uncover new business opportunities at every step of your communication workflow, and create more impactful content by using the same topics, keywords and hashtags they do. Over time you’ll build trusted relationships with the people who can help share and amplify your news.

The right audiences
Your message has a better chance of being read if you target the specific people who want to hear it, online and off. It’s a simple concept, but can be hard to get right. All too often that’s the reason news releases miss the mark. Marketwired’s specialized distribution channels – and the ability to create and integrate custom lists – let you zero in on the industries, geographic regions, online portals and individuals particularly interested in your content.

Support from beginning to end
From the moment you become a client we’re there for you: to answer your questions, help you get the most from our tools, and provide you with intuitive platforms that make it easy to achieve your objectives. Whether you’re conducting market or media research, drafting your release or submitting it for distribution, creating an online newsroom, or interpreting social analytics or release performance metrics, you’ll find that Marketwired goes the extra mile to ensure your success.