Create content targeted to your most relevant audiences. Reach the right people at the right time, every time. Measure the resonance and impact of your communications. Be smarter, more informed, and more confident about connecting with the people who influence your business and your brand.
What if you could get everything you need to do your job better than ever – in one place? What if you could streamline your entire communication process without compromising the quality or integrity of the work? And what if it was all available in an integrated, easy-to-use platform?

Welcome to Marketwired Resonate.

We started with powerful, global news release distribution, powered it with today’s leading social intelligence engine, Sysomos, and added the tools to help you discover and connect with your most relevant influencers and win in today’s crowded media landscape.

Add a hashtag to your news release, drive your content into relevant Twitter conversations, and get actionable insights on popularity, authority, demographics and sentiment.

WHATEVER YOUR COMMUNICATION NEEDS, WE HAVE THE SOLUTION.

Whether you send out the occasional news release or launch full-scale campaigns, Marketwired Resonate saves you time and effort with its all-in-one functionality that lets you:

IDENTIFY AND TARGET

Identify the people most influential people to your company, understand them more fully and target them more effectively. Who do you need to reach? Consumers, niche markets, journalists, investors, analysts, social influencers? With just a few steps, you can zero in on the audience that’s most interested in your news: uncover and research influencers relevant to your company and industry; select the right media outlets and industry trades from Marketwired’s specialized distribution channels; and integrate your custom lists so you reach the audiences most interested in your content.

CREATE, IMPACT AND CONNECT

Create content that connects with your audience by using the words and tone in your audience’s conversations. Write and edit your news releases inside the platform, or easily import documents. No cap on word counts. With no extra cost to add photos and video it’s easy to tell your story with images, video, photos, and infographics. Centralize and store your digital assets and images in our built-in media library so it’s even easier to access and create the multimedia content that grabs attention.

DISTRIBUTE, PUBLISH AND SHARE

Integrate all of your communications, and reduce the time, resources and effort it takes to publish and distribute your content from multiple tasks down to one. Send your news across the wire and online, as well as to your custom email lists and online newsroom. Post to Twitter, Facebook and LinkedIn, from the same platform, and with a couple of clicks. Meet regulatory disclosure requirements, including EDGAR, SEDAR and XBRL filing, with ease. And do it all securely and simultaneously.

ANALYZE AND MEASURE

Make more informed decisions about your content and campaigns, and more deeply understand and leverage the business impact of your social and traditional communications. Find out what worked and what didn’t with our in-depth reporting and analytics, powered by the Sysomos social intelligence engine. See who read, shared and interacted with your content. Assign a hashtag to a release or a series of releases to track performance over time. Use what you learn to benchmark, improve and succeed.
3 Easy Steps to a Streamlined Communication Workflow

1. **Create or upload your text and multimedia content and make edits within the platform.**

2. **Distribute your content to traditional newslines and post to Facebook, Twitter and LinkedIn at the same time.**

3. **See a summary of your selections, and get an immediate cost estimate before you submit your release to our Editorial team.**

**HOW DOES MARKETWIRED RESONATE CONTRIBUTE TO YOUR SUCCESS? YOU CAN:**

1. **Be more productive.**
   Streamline your entire communications workflow. Everything you need to do—from creating and distributing content to checking metrics—is all in one place. So you can switch back and forth effortlessly between tasks.

2. **Expand your reach and be more social.**
   Send your releases to your newslines and custom lists, share on Twitter, LinkedIn and Facebook, and even post to your company’s newsroom—all at the same time.

3. **Connect with your most relevant influencers.**
   Identify the people and conversations relevant to your company. Then distribute your news to targeted audiences and publish it to your social channels to reach your broader influencer networks.

4. **Stay on top of your budget.**
   Select a plan and get virtually unlimited online distribution. There are no caps on the number of words, no extra charges for multimedia, no surprises.

5. **Embrace powerful market intelligence.**
   Go beyond basic reporting to see how people really feel about your message. Discover who cares the most about your news and include them in future outreach efforts.

**Discover the people shaping opinions about your brand with Marketwired Influencers**

**Maximize the ROI on your news distribution with in-depth News Dashboard performance reporting**
### HOW DO YOU TAILOR MARKETWIRED RESONATE TO YOUR NEEDS?

Want to post to your social channels? Looking for more insight from analytics? How about an integrated newsroom? Or maybe it's simply sending your releases over the wire and you’re done. Choose from three great packages to get the precise features you need.

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**Plan Analytics**

**Social Share basic social analytics includes:**
- 7-day overview of your campaign (total mentions, mentions per day, mentions per hour)
- Most-retweeted Tweet: See what message was shared the most
- Top hashtags (Twitter): Gain insight into related hashtags that may perform better in future campaigns
- Bitly click count: Learn how much social media traffic points to your release

**Publish advanced social analytics includes:**
- Everything you get with Social Share basic social analytics plus...
- Reach (user mentions, estimated impressions): Learn who saw and is talking about your news
- Top sources (Twitter): See who generated the greatest number of Tweets
- Most authoritative sources: Find out who your top influencers are
- Sentiment: Understand how people feel about your news

### PICK A DISTRIBUTION PLAN OR PAY AS YOU GO.

**Pre-Paid Newsline:** Get a volume discount + predictable flat-rate pricing + unlimited word counts and multimedia with our pre-paid regional, national and international newsline packs.

**Pre-Paid Earnings 4-Pack:** Get a volume discount when you purchase four releases a year + unlimited multimedia. Simply select your word-count tier and newsline.

**Pay-Per-Use:** Distribute each news release individually while you decide what’s right for you and switch to a pre-paid plan when you’re ready.