



Press Release Ideas

Events, Programs, Awards, and Certification

- Trade Show Attendance or Exhibiting
- Industry Event Participation (good for industry specific keywords)
- Community Event or Recognition (Lions Club, Rotary Club, Local Event – good for local search)
- Named to Business Partner Advisory Council (BPAC)
- President's Circle or similar award recognition
- Announce Webcast or Seminar Series
- President/Owner/Employee Speaking at an Event or featured at a conference
- Certified Consultant/Reseller for New Product/Service
- Microsoft Certification (Hardware, IT, SharePoint, etc)
- Sage Endorsed Developer
- Completion of Program or Training (Fast Track, Leadership Academy, etc.)
- Any Product-specific or Industry-specific Certifications

Product & Service Announcements

- Added CRM, HR, ERP, or 3rd Party Products to broaden product portfolio
- New product to serve specific segment/industry (Small Business, contractors, etc.)
- Introduce Internally-Developed Custom Application (integrations, vertical add-ons, etc)
- Introduce new product enhancement
- Announce new version of product (i.e. "XYZ Co. Welcomes New Features of Product X Version 5")
- Roll Out New Program, Service, or Support Options for Clients/Prospects
- Introduce IT Services (in addition to software)
- Announce product/company name change or rebranding

Company/Corporate

- New or Redesigned Website
- Merger/Acquisition/Spin Off
- Hire new personnel, add product-specific resource, or industry-specific expertise
- New Alliance or Strategic Relationship (Accountants, IT Firms, Banks, etc)
- Company Milestones (Anniversary, 100th Client, etc)
- New Offices or Cities/States/Territories Served (i.e. New office now serving businesses in Chicago)
- Promote your (new) blog
- Holiday-related sales or promotions
- Charitable contributions and other community involvement/sponsorship

“Squeezing the Most Out of Your Marketing Dollar”



Customers and Prospects

- Announce Successful New Implementation (piggyback on a success story)
- Announce New Customer in a Specific Industry (Good for targeting industry keywords: Medical Device, Nonprofit, Electronics, Process Manufacturing, etc.)
- Announce New Client has Selected Your Firm to Implement <Product>
- Announce Upcoming User Group Meetings or Annual Conference
- Announce educational events for your customers and prospects

Industry and Trends

- Tie a current trend (i.e. “Going Green”) into your product or service offering
- Piggyback on new research that supports value proposition of your products/services
- Introduce White Paper or article that you’ve published
- Industry trends (or predictions/observations) that benefit your business (or your customers)