

Case Study: Effectiveness of Optimized Press Releases

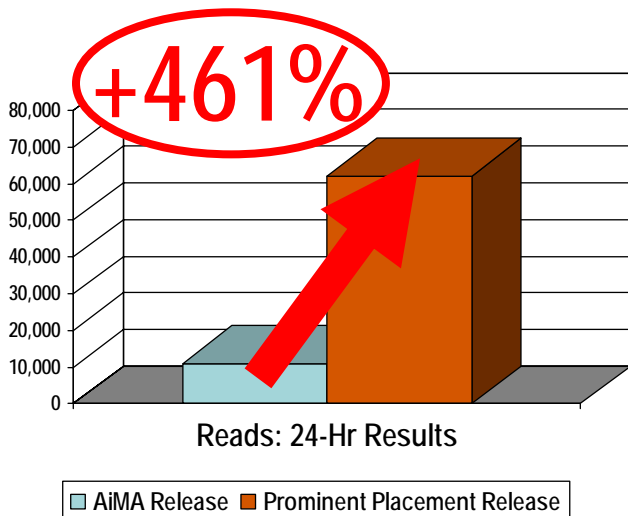
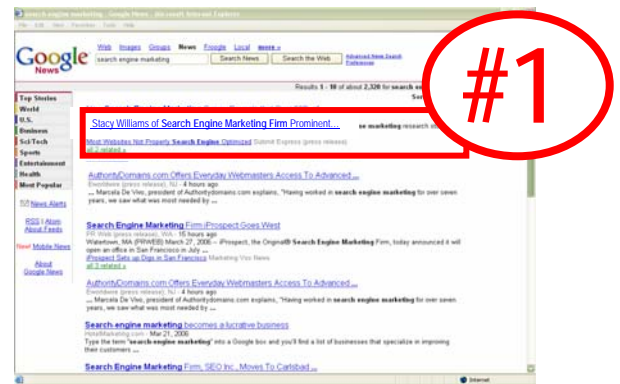
SITUATION: The August, 2004 monthly Atlanta Interactive Marketing Association (AiMA) meeting focused on search marketing. Prominent Placement's Managing Partner, Stacy Williams, was invited to moderate both panel discussions of the event. To promote the event, both Prominent Placement and AiMA issued and distributed online releases via PRWeb within the days leading up to the meeting.

Prominent Placement release: <http://www.prweb.com/releases/2004/8/prweb150531.htm>

AiMA release: <http://www.prweb.com/releases/2004/8/prweb151195.htm>

STRATEGY: Based upon search term research, Prominent Placement optimized their release to contain several key terms – search engine marketing, search engine marketing firm, search engine specialist, as well as interactive marketing – terms relevant to the event and that the research indicated searchers were using to find search engine and interactive marketing news and information. The AiMA release, on the other hand, was not optimized and did not target any particular terms or phrases.

RESULTS: Prominent Placement's optimized release ranked #1 for the targeted terms within Yahoo News, Google News, as well as many other News search engines for several days after its distribution. The unoptimized AiMA release was not among the top-30 results for terms targeted by Prominent Placement.



RESULTS: Within 24 hours, the optimized Prominent Placement release had been read over 62,000 times. The unoptimized AiMA release had been read slightly more than 11,000 times. The difference was nearly a 6:1 ratio and represented a +461% advantage for the optimized release.

RESULTS: After 4 weeks (the period news engines maintain news articles/releases within their indexes), the optimized Prominent Placement release had added an additional 15,000 reads (+24%), delivering more than 77,000 total reads. The unoptimized AiMA release had only generated an additional 3,600 reads and ended the period with only 14,600 total reads. The difference was more than a 5:1 ratio and represented a +426% advantage for the optimized release.

ADDITIONAL OBSERVATIONS:

- The AiMA web site statistics showed several visitors referred to the site clearly attributable to the PRWeb-based Prominent Placement release. There was no traffic directly attributable to AiMA's PRWeb-based release.
- Visiting Atlanta for a client meeting, the account team of a NYC-based SEM firm indicated they were made aware of the event and attended due to Prominent Placement's release.

