

ALL THINGS Business

Why should my business send press releases?

Organizations of all sizes use press releases to achieve all sorts of goals. Some common objectives include:

- To gain media coverage. This would be when your company releases a new product, feature or offering.
- To build your brand's reputation. Maybe you're re-launching your brand image and want more people to know or you've had some news worth shouting about. The business community love to see what other businesses are up to.
- As a cost-effective way to market your organization. A well-written press release can help garner public attention due to news coverage. Press releases are more often than not, published for free.
- Sadly sometimes, to manage a crisis. When things go wrong, it's often beneficial to break the story yourself first.

Add us to your press list on: news@allthingsbusiness.co.uk for all things Northamptonshire and Milton Keynes business news.

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