Press Releases for Modern Inbound Marketing - PR 2.0

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HubSpot
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mvolpe@hubspot.com

HubSpot

What percent of your press releases get real media coverage?

HubSpot

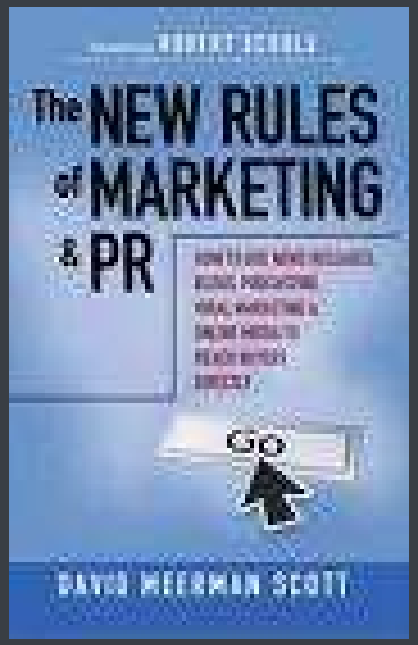
New Rules of Marketing and PR

OLD = Press Releases

- For the media/press
- Media coverage or bust

NEW = News Releases

- For everyone (Your buyers!)
- SEO tool
- Maybe get media coverage



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New Rules of Marketing and PR

There are nearly 50,000 press releases issued each MONTH.

- 2,500 per business day
- 300 per business hour
- One every 12 seconds

"Scoop" goes to Google, Yahoo, etc.

Sure, the media reads them all.

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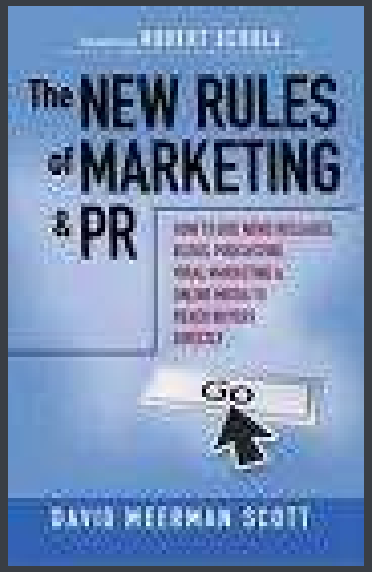
Special Guest:
David Meerman Scott



Website:
www.DavidMeermanScott.com

Blog:
www.WebInkNow.com

Free eBook:
New Rules of PR

http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf

"Online thought leadership and viral marketing strategist"

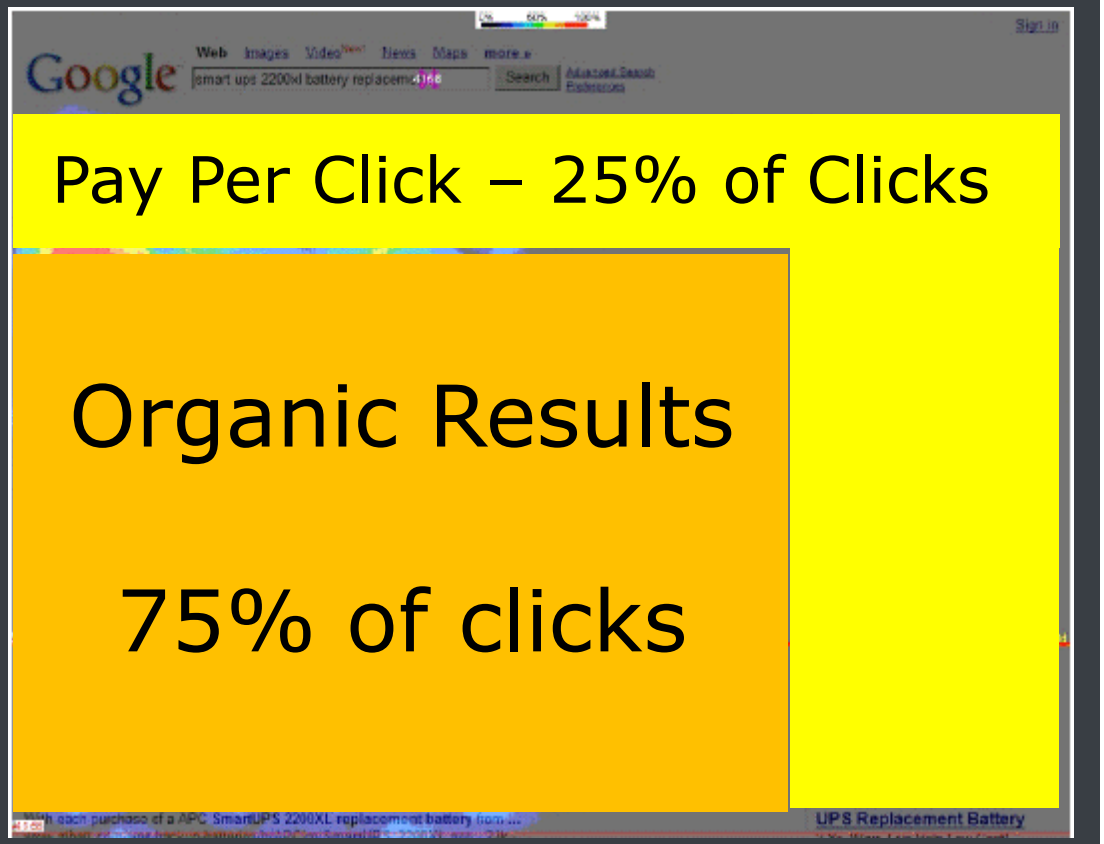
HubSpot

SEO 101

HubSpot

Organic Search is Best

- Free
- More traffic
- Smarter people
- Longer lasting



Source: Marketing Sherpa and Enquiro Research

HubSpot

25% of SEO = On Page (Visible)

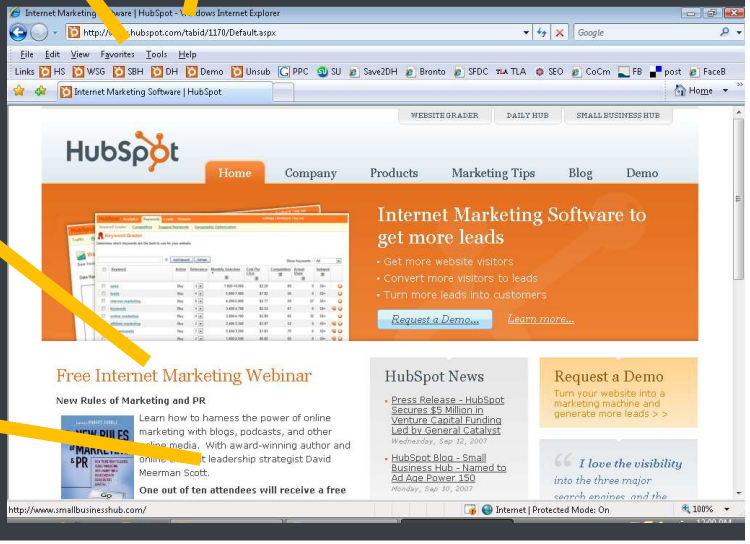
- Page Title

- URL

- H1,H2,H3 tags

HubSpot Internet Marketing Software

- Page Text
  - Bold



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25% of SEO = On Page (Invisible)

- Description

Internet Marketing Software | HubSpot

HubSpot **Internet Marketing Software** - Get more website visitors, capture more visitors as leads and convert more leads into sales using SEO, PPC, **...**

www.hubspot.com/ - 31k - Cached - Similar pages

- Keywords

Meta Keywords :	internet marketing software, internet marketing, marketing, hubspot

- Alt text on images

HubSpot

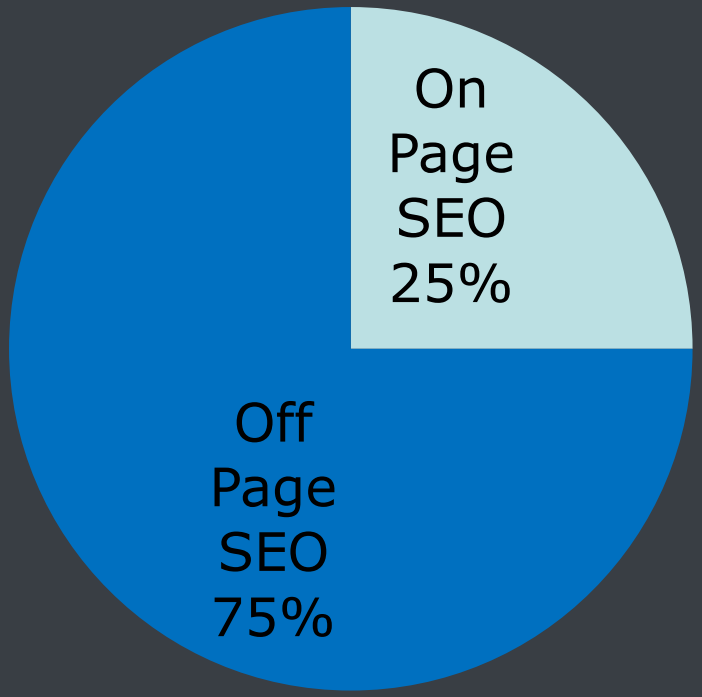
75% of SEO = Off Page

- Recommendations from friends
  1. "I know Mike Volpe"
  2. "Mike Volpe is a marketing expert"
  3. You trust the person saying this

- Links are online recommendations
  1. A link: www.HubSpot.com
  2. Anchor text: Internet Marketing
  3. Link is from a trusted website

HubSpot

PR 2.0 = SEO (Links)



- Off Page SEO is HARD
- Links are hard to get
  - That's why search engines use them to measure "importance"
- PR 2.0 = SEO (Links)

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Example

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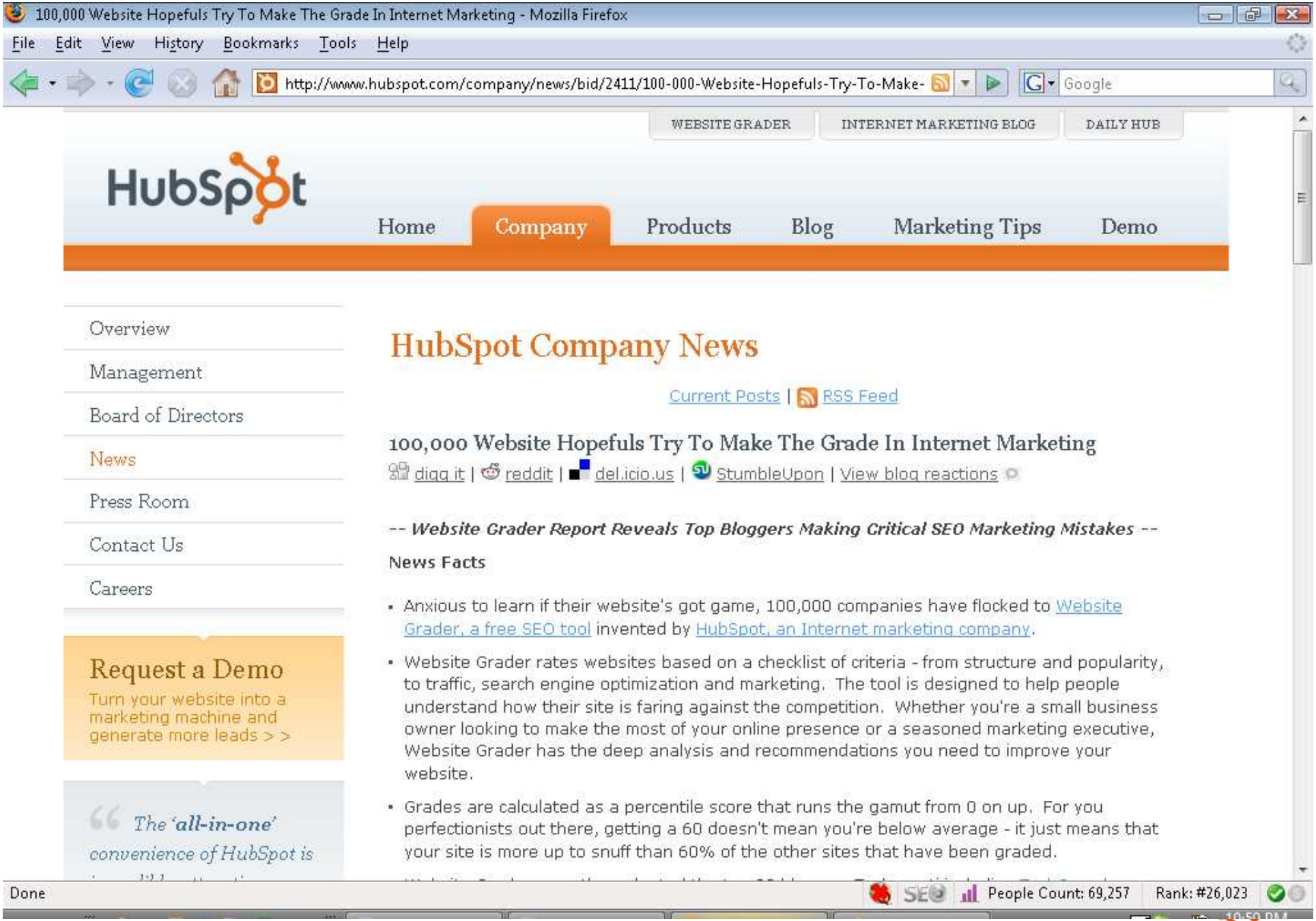
100,000 Website Hopefuls Try To Make The Grade In Internet Marketing - Mozilla Firefox
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http://www.hubspot.com/company/news/bid/2411/100-000-Website-Hopefuls-Try-To-Make-
Google
WEBSITE GRADER
INTERNET MARKETING BLOG
DAILY HUB
HubSpot
Home
Company
Products
Blog
Marketing Tips
Demo
Overview
Management
Board of Directors
News
Press Room
Contact Us
Careers
Request a Demo
Turn your website into a marketing machine and generate more leads > >
The 'all-in-one' convenience of HubSpot is
HubSpot Company News
Current Posts | RSS Feed
100,000 Website Hopefuls Try To Make The Grade In Internet Marketing
digg it | reddit | del.icio.us | StumbleUpon | View blog reactions
-- Website Grader Report Reveals Top Bloggers Making Critical SEO Marketing Mistakes --
News Facts
Anxious to learn if their website's got game, 100,000 companies have flocked to Website Grader, a free SEO tool invented by HubSpot, an Internet marketing company.
Website Grader rates websites based on a checklist of criteria - from structure and popularity, to traffic, search engine optimization and marketing. The tool is designed to help people understand how their site is faring against the competition. Whether you're a small business owner looking to make the most of your online presence or a seasoned marketing executive, Website Grader has the deep analysis and recommendations you need to improve your website.
Grades are calculated as a percentile score that runs the gamut from 0 on up. For you perfectionists out there, getting a 60 doesn't mean you're below average - it just means that your site is more up to snuff than 60% of the other sites that have been graded.
Done
People Count: 69,257
Rank: #26,023

100,000 Website Hopefuls Try to Make the Grade in Internet Marketing - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.marketwire.com/mw/release.do?id=776889

Search Recent News: GO Sign In

marketwire

About Marketwire Workflow Solutions Resource Center News Room Contact Us Home Version Française

Advanced Search All Recent News Email a Friend Print-Friendly

SOURCE: HubSpot, Inc.

Oct 03, 2007 08:30 ET

100,000 Website Hopefuls Try to Make the Grade in Internet Marketing

Website Grader Report Reveals Top Bloggers Making Critical SEO Marketing Mistakes

CAMBRIDGE, MA--(Marketwire - October 3, 2007) -

HubSpot

Company Logo

Website Grader

Website Grader Logo

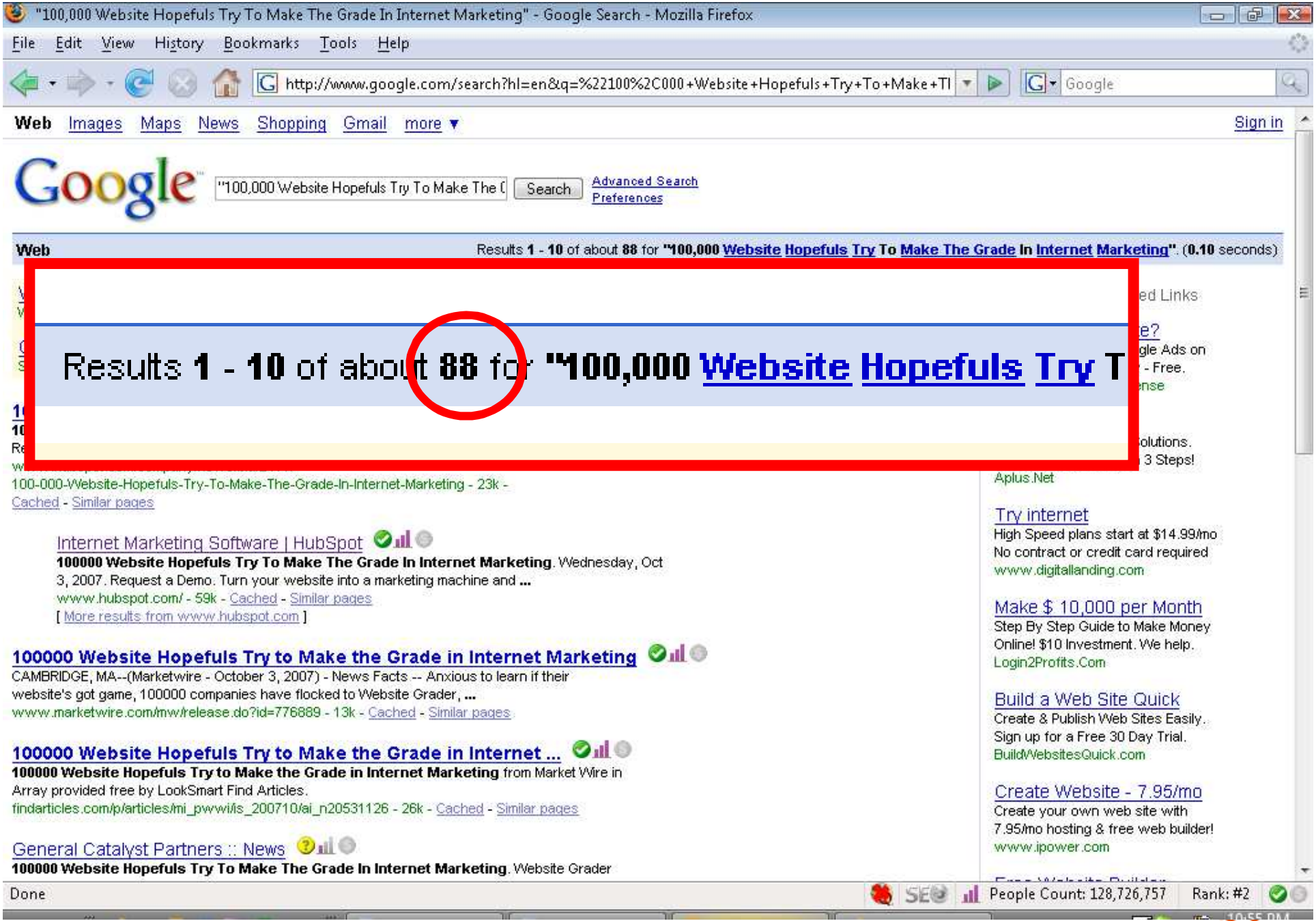
News Facts

-- Anxious to learn if their website's got game, 100,000 companies have flocked to Website Grader, a free SEO tool invented by HubSpot, an Internet marketing company.

-- Website Grader rates websites based on a checklist of criteria -- from structure and popularity, to traffic, search engine optimization and marketing. The tool is

Done SEO People Count: 171,571 Rank: #10,671

HubSpot


"100,000 Website Hopefuls Try To Make The Grade In Internet Marketing" - Google Search - Mozilla Firefox
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100-000-Website-Hopefuls-Try-To-Make-The-Grade-In-Internet-Marketing - 23k -
Cached - Similar pages
Internet Marketing Software | HubSpot
100000 Website Hopefuls Try To Make The Grade In Internet Marketing. Wednesday, Oct 3, 2007. Request a Demo. Turn your website into a marketing machine and ...
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[More results from www.hubspot.com]
100000 Website Hopefuls Try to Make the Grade in Internet Marketing
CAMBRIDGE, MA--(Marketwire - October 3, 2007) - News Facts -- Anxious to learn if their website's got game, 100000 companies have flocked to Website Grader, ...
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BuildWebsitesQuick.com
Create Website - 7.95/mo
Create your own web site with 7.95/mo hosting & free web builder!
www.ipower.com
Done
People Count: 128,726,757
Rank: #2

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100,000 Website Hopefuls Try to Make the Grade in Internet Marketing - Press Release - Mozilla Firefox

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http://www.earthtimes.org/articles/show/news_press_release,190955.shtml

EARTHtimes.org

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100,000 Website Hopefuls Try to Make the Grade in Internet Marketing

Posted : Wed, 03 Oct 2007 12:30:55 GMT

Author : HubSpot, Inc.

Category : PressRelease

News Alerts by Email click here)

RSS 2.0

-- Anxious to learn if their website's got game, 100,000 companies have flocked to Website Grader, a free SEO tool invented by HubSpot, an Internet marketing company.

-- Website Grader rates websites based on a checklist of criteria -- from structure and popularity, to traffic, search engine optimization and marketing. The tool is designed to help people understand how their site is faring against the competition. Whether you are a small business owner looking to make the most of your online presence or a seasoned marketing executive, Website Grader has the deep analysis and recommendations you need to improve your website.

-- Grades are calculated as a percentile score that runs the gamut from 0 on up. For you perfectionists out there, getting a 60 doesn't mean you are below average -- it just means that your site is more up to snuff than 60% of the other sites that have been graded.

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Google™ Custom Search

Search

Current News

Stull, Stull & Brody Announces Class Action on Behalf of Shareholders of UBS AG

First Majestic Silver Corp.: TSX

to the Board of the Federal Reserve Bank of San Francisco

North West Company Fund Completes Acquisition Of Cost-U-Less, Inc., Opens Grand Cayman Store

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Built specifically from the TEKS used in over 1,500 schools!
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An innovative new way to put your blog, and more, online.
www.squarespace.com

Cash Flow Marketing
TurnKeySales,ProvenSys,No selling $250K/First Year Potential
TurnKeyMillionaires.com

Ads by Google

Auto Insurance
Compare competing

Done

People Count: 259,319 | Rank: #7,024

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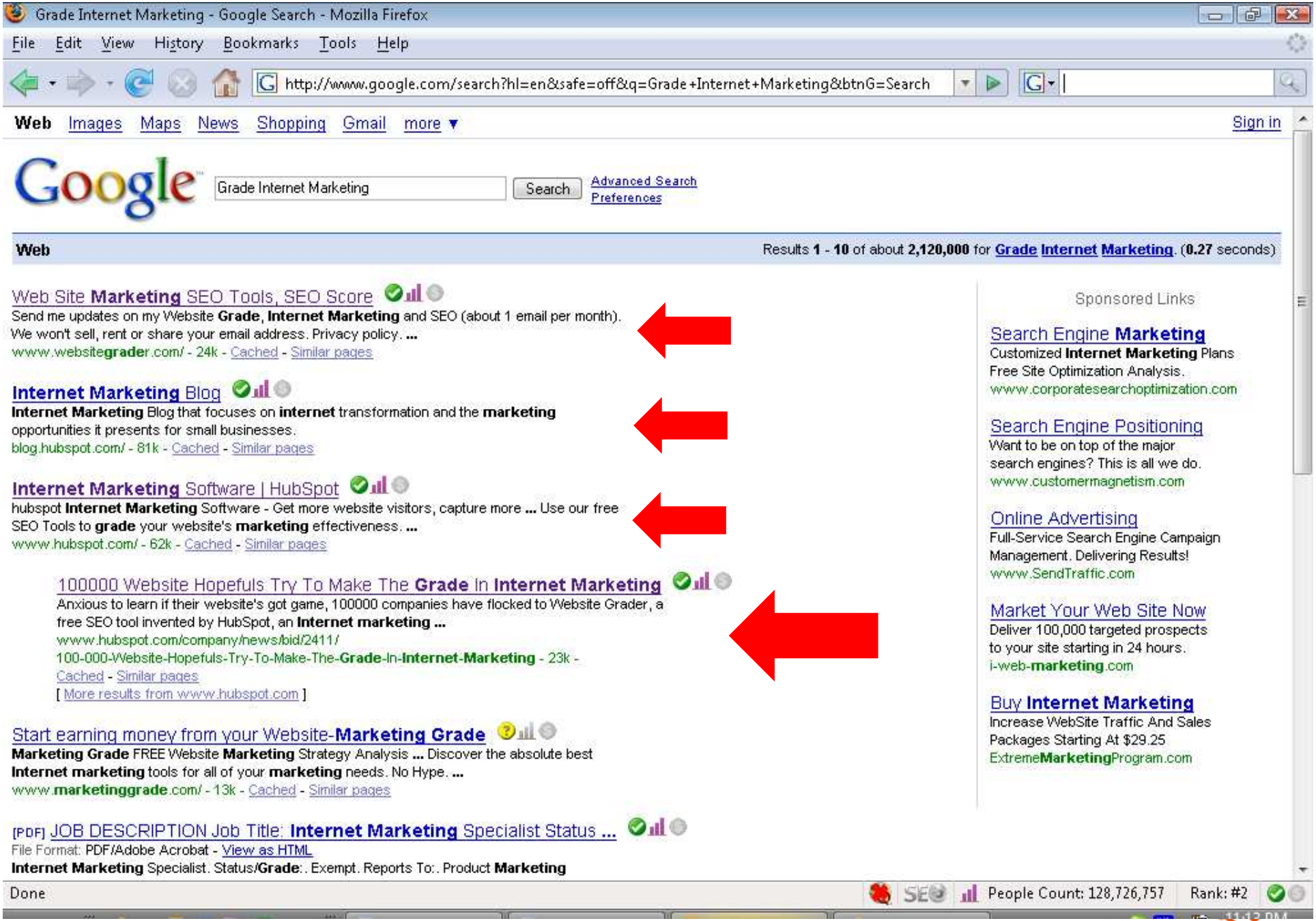
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Sign in
Google
Grade Internet Marketing
Search
Advanced Search
Preferences
Web
Results 1 - 10 of about 2,120,000 for Grade Internet Marketing. (0.27 seconds)
Web Site Marketing SEO Tools, SEO Score
Send me updates on my Website Grade, Internet Marketing and SEO (about 1 email per month).
We won't sell, rent or share your email address. Privacy policy. ...
www.websitegrader.com/ - 24k - Cached - Similar pages
Internet Marketing Blog
Internet Marketing Blog that focuses on internet transformation and the marketing opportunities it presents for small businesses.
blog.hubspot.com/ - 81k - Cached - Similar pages
Internet Marketing Software | HubSpot
hubspot Internet Marketing Software - Get more website visitors, capture more ... Use our free SEO Tools to grade your website's marketing effectiveness. ...
www.hubspot.com/ - 62k - Cached - Similar pages
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Want to be on top of the major search engines? This is all we do.
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Market Your Web Site Now
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i-web-marketing.com
Buy Internet Marketing
Increase WebSite Traffic And Sales
Packages Starting At $29.25
ExtremeMarketingProgram.com
Done
People Count: 128,726,757
Rank: #2

Think about it…

1. Most releases get no media coverage
2. News releases are often the best quality and most frequently updated content a company produces
   - Inbound Marketing heavily depends on fresh, quality content
3. News releases can contain links
   - Linkbuilding is both a powerful and difficult component of Inbound Marketing

HubSpot

News Release Goals

1. Build inbound links to increase search rank
    1. Move from bottom to top of page 1
    2. Move from page 2 to page 1
    3. Build rank for important keyword that you do not rank for today
    4. Build Page Rank and Authority
2. Increase “find-ability” through distributed content
3. Get press coverage

HubSpot

Modern News Release Tips

1. Content
2. Keywords
3. Links
4. Boilerplate
5. Posting
6. Distribution
7. Frequency & Timing
8. Measurement

HubSpot

Content

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Content

1. Your existing content is likely good
2. Don’t only do “Our Company Just Did X”
3. Ideas:
   - Industry trends
   - Survey data
   - Case studies

HubSpot

Style Changes

1. Names
   - "Brian Halligan" every time, not just the first time

2. Abbreviations
   1. "Search Engine Optimization" vs "SEO" vs "Search Engine Optimization (SEO)"

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Keywords

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Keywords

1. Use Keyword Grader (HubSpot)
2. Or use 3-4 Tools plus Excel
3. Pick 1-2 to focus on per release
    1. Best keywords: long term & boilerplate
    2. Long tail: couple press releases, might not be cost effective
4. Use in title
5. Use in text
6. Use as anchor text

HubSpot

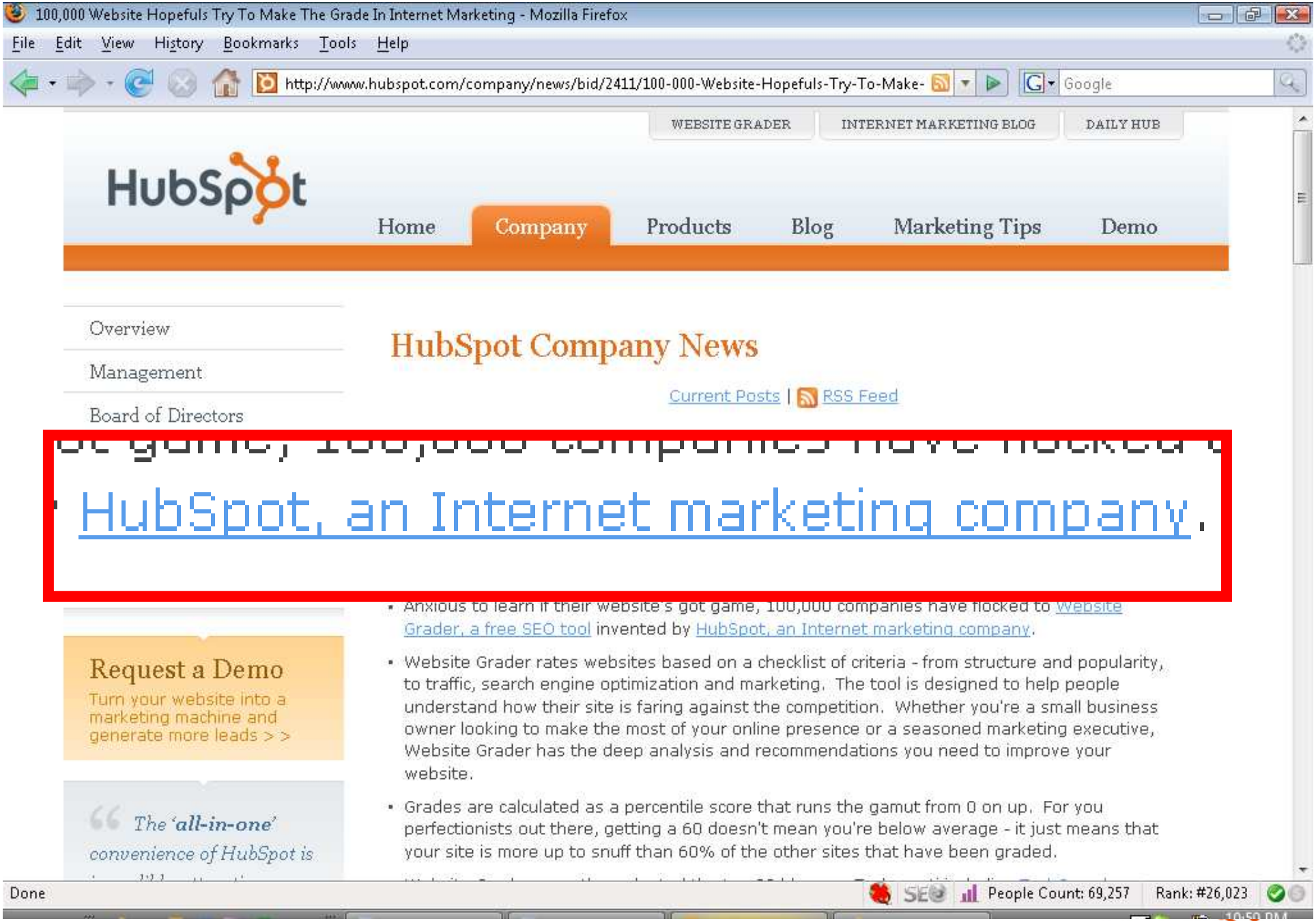
Links

HubSpot

Links

1. Use keywords as anchor text
2. Match to page title of target page
3. Have a link in first 250 words if possible
4. Have one URL link as well
5. Be wary of links to other websites
6. Remember the other 99% of your website besides your home page

HubSpot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INTERNET MARKETING BLOG
DAILY HUB
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Home
Company
Products
Blog
Marketing Tips
Demo
Overview
Management
Board of Directors
HubSpot Company News
Current Posts | RSS Feed
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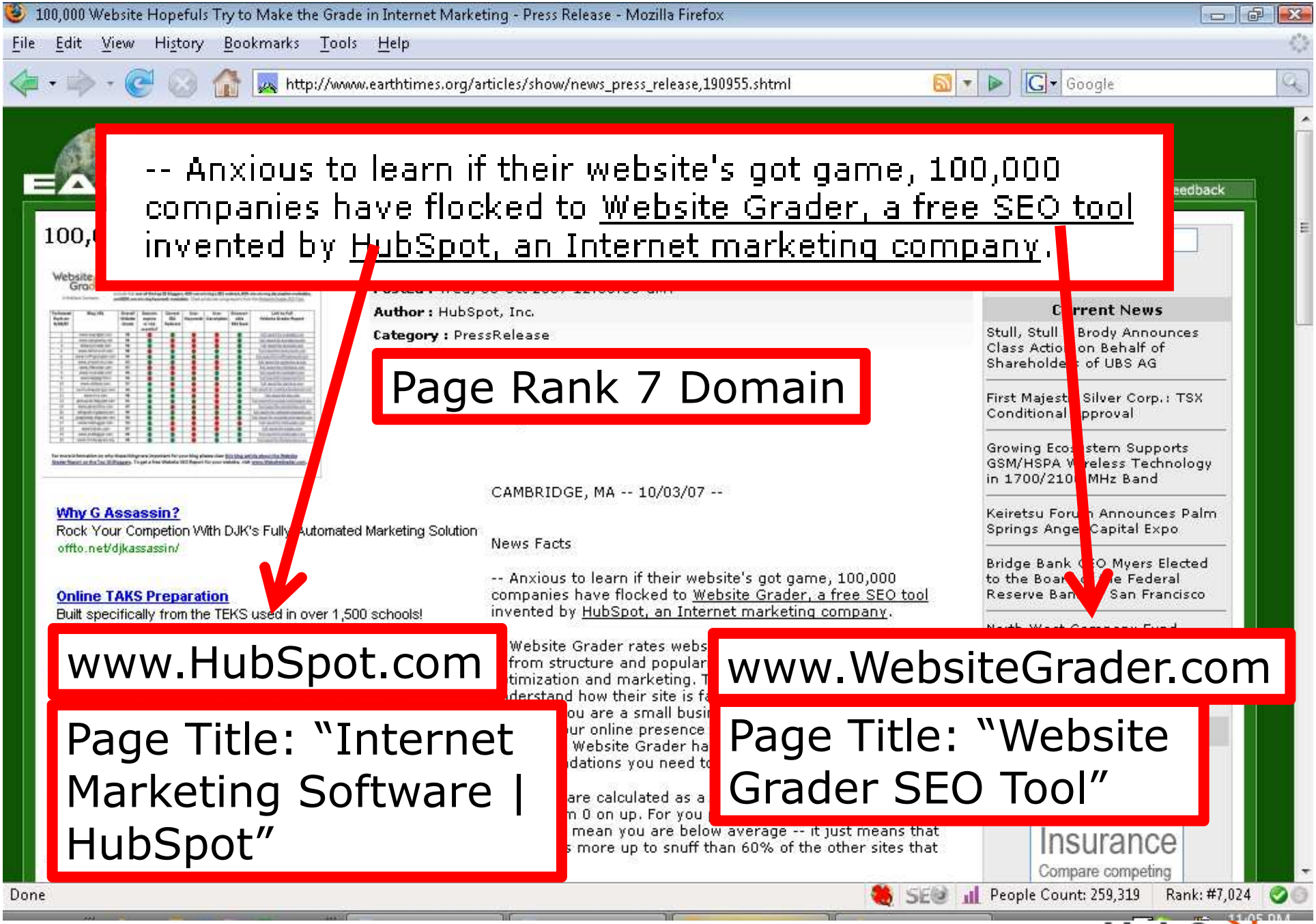
Request a Demo
Turn your website into a marketing machine and generate more leads > >
The 'all-in-one' convenience of HubSpot is
Done
People Count: 69,257
Rank: #26,023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http://www.earthtimes.org/articles/show/news_press_release,190955.shtml
Google
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Page Rank 7 Domain
Author : HubSpot, Inc.
Category : PressRelease
CAMBRIDGE, MA -- 10/03/07 --
News Facts
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Why G Assassin?
Rock Your Competion With DJK's Fully Automated Marketing Solution
offto.net/djkassassin/
Online TAKS Preparation
Built specifically from the TEKS used in over 1,500 schools!
www.HubSpot.com
Page Title: "Internet Marketing Software | HubSpot"
www.WebsiteGrader.com
Page Title: "Website Grader SEO Tool"
Current News
Insurance
Compare competing
Done
People Count: 259,319
Rank: #7,024

Boilerplate

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Boilerplate

- Include link(s) and keywords

About HubSpot

HubSpot is an Internet marketing system that helps your company get found online, generate more inbound leads and convert a higher percentage of them into paying customers. HubSpot helps companies get found by more prospects using search engine optimization and marketing, leveraging blogs and the blogosphere and engaging in online social media. By using landing pages, lead intelligence and marketing analytics, HubSpot customers convert more prospects into leads and paying customers. Based in Cambridge, MA, HubSpot inbound marketing can be found at www.hubspot.com and the Website Grader free Marketing Tool is available at www.websitegrader.com.

HubSpot

Posting

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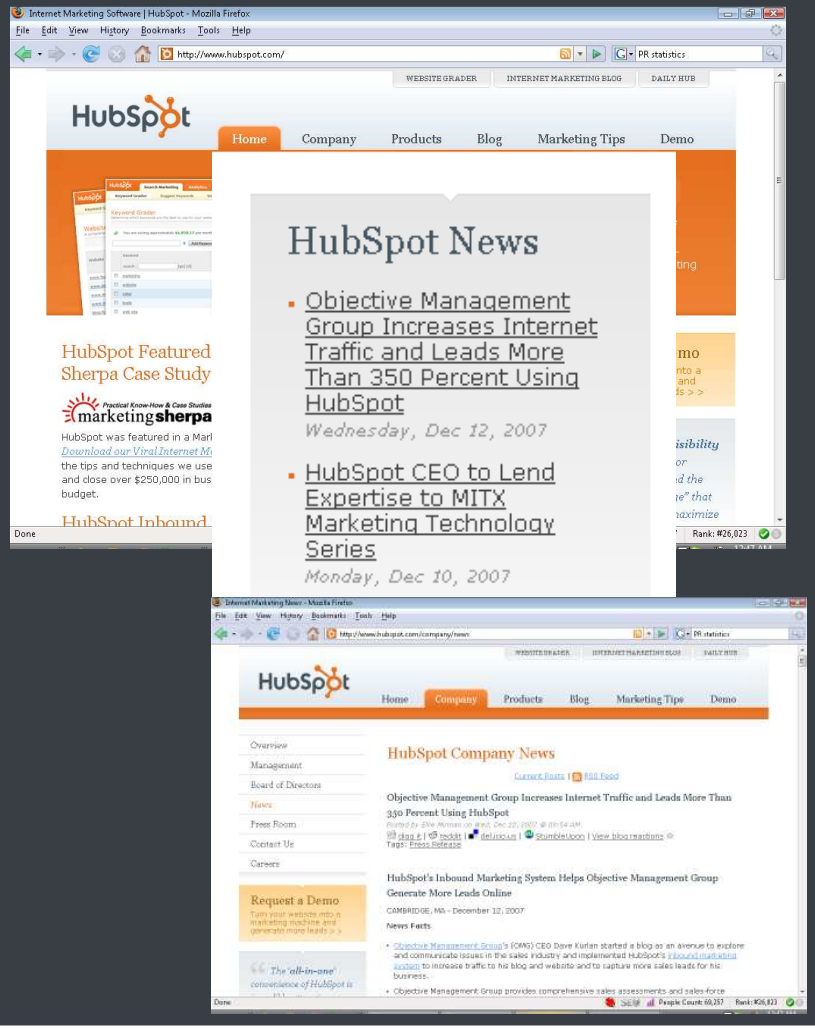
Post as Blog Format

- Post on your website – use blog
- RSS Feed
- Subscribe by Email
- Tags
- Automatic Archive
- Publish RSS Titles on Homepage, etc.



HubSpot

Distribution

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Wire Services

What to look for in a news release wire service:

1. Allows links with anchor text
2. Articles get indexed in Google, Yahoo, etc.
3. Support for multimedia, if desired
4. Ideas:
    1. www.marketwire.com
    2. www.prweb.com
    3. http://www.prnewswire.com/mnr/

Feel free to experiment with a couple.

HubSpot

Why spend money on distribution?

- The larger/more expensive services tend to have better distribution.
- “Free” or cheap services seem to have smaller distribution.
- I have not tested this extensively… yet. But my basic research indicates you do get what you pay for.
- What is a “permanent” link worth to you with good anchor text?

HubSpot

Don’t Use PRNewswire “Regular”

- They don’t allow links with anchor text
- Their entire site is one URL, they use frames
- Their page title is not optimized
- Can use “MultiVu”
  - http://www.prnewswire.com/mnr/

HubSpot

Frequency & Timing

HubSpot

The game changed, so play differently.

You: "I'd like to send out a news release at least twice a month."

PR Firm: "I don't think we have enough newsworthy events, and the media don't like spam releases with non-news."

You: "There are 50,000 press releases per month that they don't read. News releases help us get found in search engines by our prospects. That's who we want to reach. We don't have to do media outreach for every news release."

Publish a news release if you have content.

HubSpot

The game changed, so play differently.

You: "I'd like to send out a news release next week."

PR Firm: "Next week is right before Christmas. No one will read it and we won't get any coverage. Its bad timing."

You: "News releases help us get found in search engines by our prospects. That's who we want to reach. We don't have to do media outreach. Plus, the bloggers are still writing. Maybe this week there will be a lot less than the 12,000 press releases there normally are, and this one will actually stand out."

Publish a news release if you have content.

HubSpot

Measurement

HubSpot

Measuring Keywords

1. Manually Search in Google
2. Use Keyword Grader (HubSpot)
3. Watch rank over time
4. Changes are not immediate

HubSpot

Measuring New Links

1. Manually Search Google
2. Use Link Grader (HubSpot)
3. Measure quality
    1. Website Grade
    2. Page Rank
4. Look at anchor text

HubSpot

Measure Traffic & Leads

(When a website with lots of traffic picks up your article….)

1. Measure number of visitors
2. Measure number of leads
3. Look at conversion rate for that traffic source (HubSpot)
4. Add an event to graphs (HubSpot)
5. In the future, focus PR effort on media that drive leads

Advanced

HubSpot

Social Media News Release

1. New template for "modern PR"
2. Embraces social media a bit better
3. Embraces multimedia
4. I am not sold, yet.
5. More info:
   - www.shiftcomm.com/downloads/smprtemplate.pdf
   - http://www.pr-squared.com/2006/05/the_social_media_press_release.html

HubSpot

Review

HubSpot

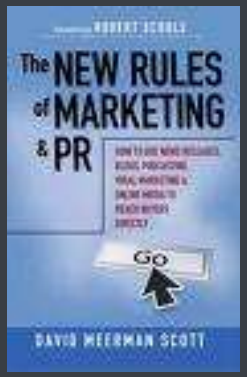
Summary News Release Tips

1. Pick 1-2 keyword phrases
2. Use in title, content and links
3. Link keywords to matching pages
4. Optimize your boilerplate
5. Publish as blog/RSS on your website
6. Write early and often

HubSpot

Additional Resources

1. http://blog.hubspot.com
2. www.webinknow.com
3. www.pr-squared.com
4. New Rules of Marketing and PR
5. http://www.davidmeermanscott.com/documents/New_Rules_of_PR.pdf
6. http://success.hubspot.com
   (HubSpot Customers Only)



HubSpot

Thank You!

Mike Volpe
VP Marketing
HubSpot
1-800-482-0382 x2
mvolpe@hubspot.com

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