

Boost your online results

with cost-effective online
press release distribution

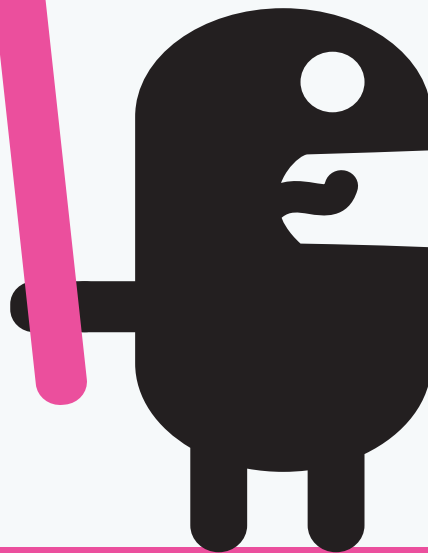
Maximise global web visibility



Enhance your media reach



Industry-leading, relevant results



Why issue news online?

The value of a specialist service.

For PR professionals, issuing your client news releases via NeonDrum delivers:



Measurable results:

Your release is instantly visible in search engines – delivering global coverage results and a tangible boost in media enquiries, sales leads and client web traffic.



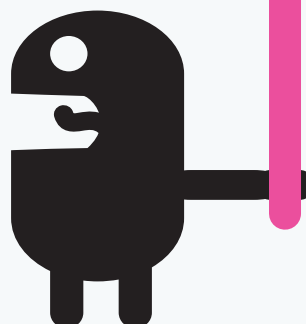
Engagement with online communities:

Our database of online news and social media sites is hand-researched and constantly updated – ensuring the widest possible reach to important audiences worldwide.



Guaranteed coverage, every time:

We guarantee industry-leading coverage results for your story – measurably better than other newswires.



“NeonDrum has helped us extend the reach of our news releases.

Our clients are getting far greater exposure as a result of NeonDrum’s distribution service.”



Vanessa Land, Managing Director,
Devonshire Marketing Consultants Ltd.



Benefits for you.



Deliver visible results to clients:
Get news seen and heard online.



Quality guaranteed:
Cost-effective solution for online & social media reach.

Benefits for your clients.



Enhance online reputation:
Gain an unfair share of voice.



Search Engine Optimisation (SEO):
improve ranking for keywords.

Business customers primarily access news and information online – by guaranteeing coverage on online and direct-to-customer news sites, NeonDrum ensures that your clients' news reaches its target audiences.

Interested media and readers click through from online news to read more about clients on their website. Our online news distribution is proven to boost the volume – and quality – of client web traffic.

Generate newsflow from “soft news”. Your client may have a white paper, a how-to guide, or be participating in a trade show. Online sites will readily publish this news because it delivers value to their communities.



How do we do it?

We keyword-tag and manually distribute your news releases to a hand-picked list of global online publications, news sites, blogs, forums and social bookmarking sites – generating high quality, targeted coverage.

We're not just "another" newswire:

The old "spray and pray" methods of the traditional wire service are being superseded by more targeted and high-impact approaches.

We're a new breed of specialist online news release distribution service:

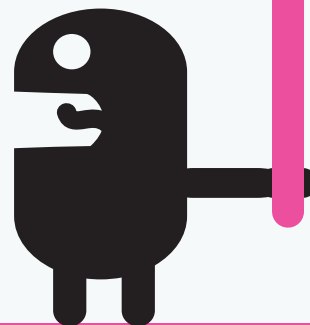
Creating bespoke distribution lists for your release and using a combination of methods – including:

- Email distribution
- Manual posting
- RSS syndication

to deliver guaranteed, relevant results.

Easy to use service:

Just log in to your online NeonDrum account, submit your news release (plus any images), and we handle everything else. We read the release, keyword tag it, and build the targeted list ready for an optimal quality distribution at the appointed time.



"Our customers and we are delighted with the high publication rate from the press releases.

Additionally, we can recommend NeonDrum because of their professional service and easy-to-use platform."



Nicole Körber, General Manager,
good news GmbH, Germany



Measurable results – every time.

We believe that you should be able to measure the success of your press release distribution in three key areas: 1) by wide coverage and visibility across key online news media and communities (including social media channels); 2) through greater visibility in natural search (SEO) and a demonstrable boost in ranking for keywords; and 3) by a direct link to improved quantity – and quality – of web visitors to a company's site.

We guarantee online coverage for your news release. As soon as we've begun your distribution, we provide a Google search link so that you can track where your coverage is appearing – with initial results often indexed and visible within one hour.

If you choose to receive a coverage report, we'll deliver a report showing you exactly where your news has been published online, measured 7 days after distribution. The report is available in both PDF and Microsoft Word format, allowing it to be easily incorporated into your standard reporting and agency-branded, if you prefer.

PDF report covering:

- Trade Press
- General News
- Financial/Business Press
- Social Bookmarking
- Blogs/Microblogging

Details include:

- Publication name
- Date of coverage
- Clickable link to online article



“NeonDrum has been the perfect solution, enabling clients to obtain coverage for a modest investment. NeonDrum has now become an essential part of any PR campaign.”



Guy Redmill, Managing Director,
Redmill Communications Ltd.



To find out more visit our website www.neondrum.com
Or call us now on +44 (0)844 870 8028