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A few years ago, the release distributors was held in high esteem by PR-specialists.

A few years ago, the release distributors was held in high esteem by PR-specialists. With their help, you can just fast and free to tell the world their news. Now most PR people agree that the release distributors tool of the last century and therefore it is not only inefficient but also mildly prestigious. Does it agree with opinion of our experts Antonina Garankina creative Director of PR Agency the Red Word included in the Communication group of the Red Word I can't say that placing a press release for free release distributors gives a tangible effect. That's why our PR Agency uses them. There have been attempts but no more. Even exclusive content with a good information there is rarely replicated with release distributors in the major media. More likely to get into questionable media with the attendance of 5 people in a week but such neither we nor our customers are not interested. As practice shows services free placement of press releases popular among many PR professionals seeking to build in its report the number of links to the alleged publication. Here and links the materials published on release distributors, they are issued for publication the equivalent of cheating. The first thing we tell clients at the initial stage of cooperation, the materials on release distributors, our PR Agency are not considered publications and when reports are ignored. At the same time, I met a lot of people who lied to negligent PR specialists who promised dozens of publications and ultimately representing the customers reports according to which all press materials were published exclusively in the free press rilisnya. All this has nothing to do with serious PR. Anna Lelyuk PR Manager at 1C-Bitrix To begin with what the PR goal. If you want to have your news read the release distributors will not be useful. Search system Yandex that Google love unique articles and living. Sites ability to publish news manually most often have low attendance. They are poorly indexed by search engines or not indexed at all. Of these, more than 80 %. Therefore, the probability that placed on releaseprint the news read to you want people and indeed some people close to zero. We are in 1C-Bitrix release distributors now practically do not use. The purpose may be different to account to the client how much media the news came out. The release distributors give live links to publications that can be included in the report. This may be true for agencies whose KPI number of publications. There is another side. This calendars of events that allow you to manually place the announcements of seminars, webinars conferences. In

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