

SmartPress

Press Release Marketing for B2B

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Why Press Releases Often Miss the Mark

Most companies treat press releases as disposable one-off announcements; written once, distributed quickly, and then forgotten

Distribution is often generic or limited

There is little focus on SEO value, content reuse, or strategic follow-through

The result:

- Time and effort are spent creating announcements
- But visibility fades quickly and business impact remains minimal

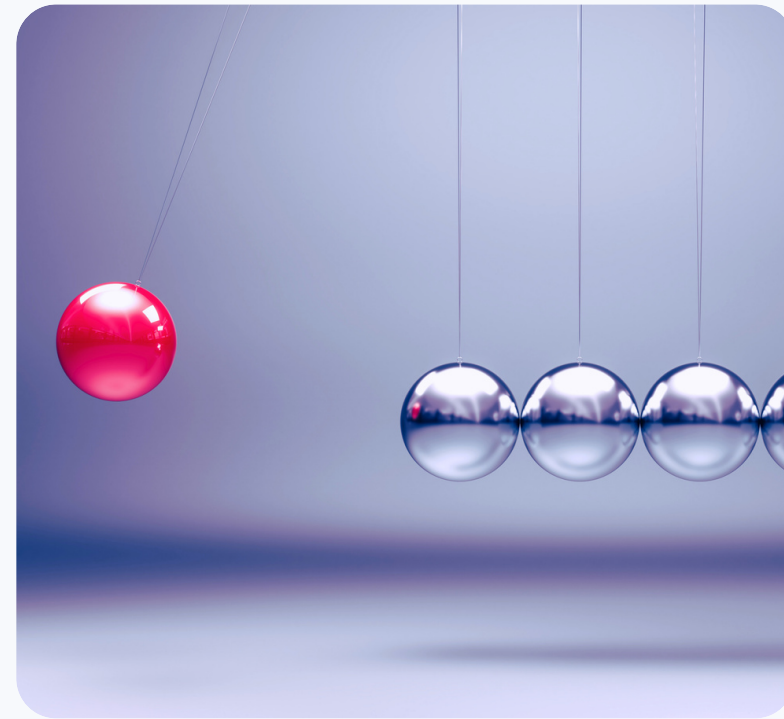


Press Releases Matter Beyond Announcements



Pre-Sales Credibility

Build validation before critical sales conversations or fundraising pushes to warm prospects, reduce skepticism, and reinforce trust signals surfaced in AI-assisted research.



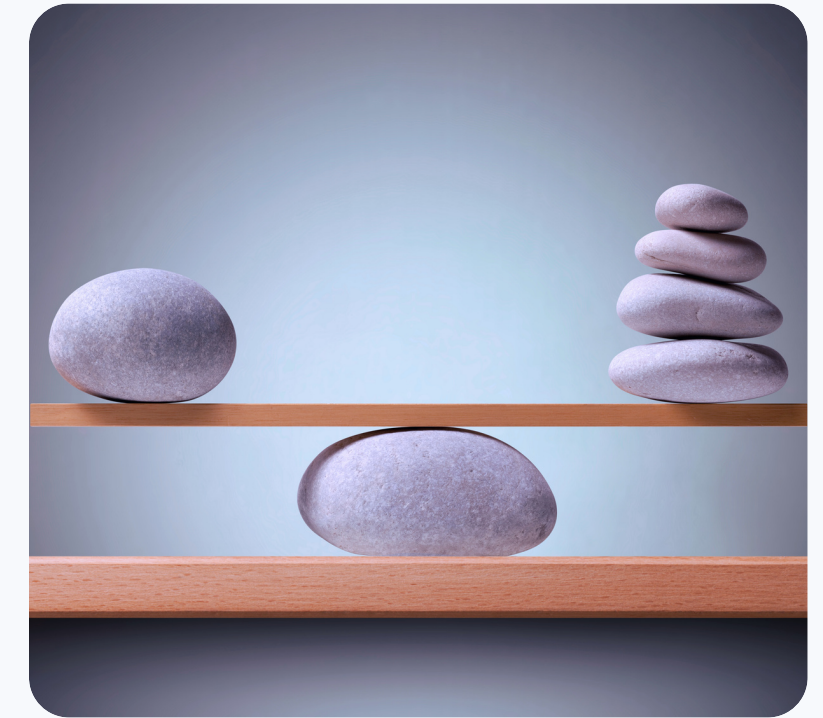
Partner Validation

Demonstrate market momentum and client success to accelerate partnership discussions and ensure your company appears in AI-driven recommendations and comparisons.



Thought Leadership

Establish and reinforce your positioning as an industry authority through consistent, visible commentary that is indexed by search engines and referenced by AI tools



Market Reassurance

Provide stability signals during periods of change, growth, or transition to reassure clients, investors, stakeholders, and AI-powered decision platforms.

Most companies already have PR-worthy moments happening regularly. When published on credible, notable sites, those moments also become signals AI systems use to surface and recommend trusted brands.

Company Milestones

New leadership, expansion, funding, certifications, partnerships, or significant client wins

01

Ongoing Authority Signals

Regular updates that reinforce momentum and maintain visibility in search and AI-driven discovery

05

Market Positioning Moments

Entering a new industry, launching a service, rebranding, or refining your niche

02

Crisis Response & Reputation Management

Addressing misinformation, clarifying public positions, or reinforcing stability during change

06

Credibility Building

Thought leadership, industry commentary, original insights, or case studies

03

When to Issue a Press Release

07

Data & Research Announcements

Original studies, survey findings, performance benchmarks, or industry trend analysis

Strategic Visibility Events

Product launches, alliances, M&A activity, speaking engagements, or awards

04

Client & Partner Success Stories

Measurable outcomes, testimonials, and real-world results that strengthen trust signals

08

Why SmartPress Exists

SmartPress was built to turn press releases into repeatable, strategic assets that compound credibility across media, search engines, and AI-driven discovery.



credibility

PR Treated as Disposable

Most press releases are written once, distributed once, and forgotten, leaving no lasting credibility, search visibility, or business impact

Credibility Is Fragmented

Mentions, coverage, and validation are scattered across platforms instead of compounding into consistent signals that humans and AI systems recognize

Distribution Without Strategy

PR distribution is often executed without intent, reuse, or alignment to sales, partnerships, and market positioning

How SmartPress Works

01 Professional Editing

Your press release is professionally edited for clarity, credibility, and media standards while preserving your authentic voice and business positioning.

02 Premium Distribution

Your release is distributed through established national and industry news channels and appears on notable, trusted websites that influence buyers, search engines, and AI-driven discovery.

03 Rich Storytelling

Full support for visuals, embedded links, and complete narratives with no artificial word limits or storytelling constraints.

04 Performance Tracking

Within one week, you receive a detailed distribution and performance report showing where your release appeared, how it performed, and the visibility it generated over time.

SmartPress releases continue to generate residual value over time, with many campaigns resulting in hundreds to thousands of indexed mentions and backlinks that strengthen search visibility, credibility, and AI recognition long after publication.



SmartPress Pricing

\$750

Distribution & Optimization

You provide the draft

- Professional editorial optimization for credibility and clarity
- Distribution across established national and industry news channels
- Visibility on notable websites indexed by search engines and AI tools
- Analytics and performance reporting

\$1,500

Full-Service PR

We handle everything

- Professional writing and strategic positioning from scratch
- Messaging aligned to sales, partnerships, and market authority
- Premium distribution across national and industry publications
- Complete analytics, reporting, and performance visibility

No long-term contracts or commitments required. Each SmartPress release is designed to deliver immediate visibility and long-term residual value.

Do This After the Call

01

Go to ChatGPT

Open your preferred AI writing tool and start a new conversation

02

Request a Draft

Ask it to write a first-pass press release for your company or a specific client announcement

03

Read Carefully

Review the draft, but do not publish or share it externally

04

Identify Gaps

Pay attention to what is missing

Common Gaps You'll Notice:

- Strategic context and market positioning
- Credibility signals and proof points
- Thoughtful distribution and targeting

That gap between an AI-generated draft and publication-ready PR is where real impact begins. It's also where SmartPress adds value—turning raw ideas into credible, optimized, and widely distributed announcements.


Questions? Let's Discuss.

Questions usually start where that AI draft falls short.

This is where conversations about credibility, positioning, distribution, and visibility typically begin.

Let's talk about your specific PR goals, use cases, and opportunities

sm smartfinds
marketing
smartfindsmarketing.com

 +1 (248) 568-2241

 info@smartfindsmarketing.com

 smartpressreleases.com

