

# NEWSWIRE

## EARNED MEDIA ADVANTAGE GUIDED TOUR: **MARKET BUILDER**

Deliver the Right Message to Right Audience at the Right Time through the Right Medium to Be Ready for Post COVID-19 New Normal. Be Demand Ready!



## Be Ready to Rebound - For the New Norm

Reach your target audience and raise brand awareness for your business through consistent, effective media and market communications. Our proven system provides valuable media coverage, industry thought leadership, and brand awareness; enabling you to capture more mindshare to compete and win through increased sales and profits.



### On-Demand Media & Marketing Production

Newswire's EMA GT Market Builder provides integrated media and marketing communications programs aimed to support business growth by increasing site traffic, qualified leads, and lower cost of new account acquisition.

By driving qualified leads that can be converted to sales, your business is best positioned to rebound in COVID-19's new normal and meet the demand in the fall and beyond.

### LET'S GET STARTED

Contact Our Team, Today!  
Newswire  
1-800-713-7278  
support@newswire.com

Helping You Distribute the **Right Message** to  
the **Right Audience** at the **Right Time**

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## EARNED MEDIA ADVANTAGE GUIDED TOUR: **SALES ACCELERATOR**

Deliver the Right Message to Right Audience at the Right Time through the Right Medium to Be Ready for Post COVID-19 New Normal. Be Demand Ready!



## Grow Predictable Sales for Post-COVID Rebound

**Drive sales leads and website traffic for your business through consistent, effective communications to media and commercial targets. Our proven system provides valuable media coverage and thought leadership allowing your brand to complete in your industry at lower costs and better ROI.**

Newswire's Market Builder + Sales Accelerator EMA GT provides integrated media and marketing communications programs aimed to support business growth by increasing site traffic, qualified leads, and lower cost of new account acquisition. By driving additional qualified leads that can be converted to sales, your business is best positioned to accelerate its rebound in COVID-19's new normal and meet the demand in the fall and beyond.



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NewsWire's Earned Media Advantage Market Builder is the only program of its kind in the industry. Focused on providing targeted leads through an integrated media and marketing communications strategy, your company can be prepared to rebound for the new norm post-COVID.

## Select the Right Market Builder for Your Business Goals



### Features:

(12) Digital Plus Press Releases per year	✓	✓
Direct Media Outreach per month	✓	✓
Earned media opportunities to targeted outlets	✓	✓
Direct Market Builder Program for (12) Releases	✓	✓
3 X per month at 500 targeted contacts each	✓	✓
<b>Sales Accelerator Marketing for 6 months</b>	Optional Add-on	✓
3 X per week at 500 targeted contacts each	Optional Add-on	✓
Qualified Leads per Month	<b>75</b>	<b>300</b>
Qualified Leads per Year	<b>900</b>	<b>3,600</b>
Annual Subscription	\$28,800 per year	<del>-\$57,600 per year</del> \$48,000 per year
Budget Friendly Terms (monthly):	\$2,400 per month	<del>-\$4,800 per month</del> \$4,000 per month

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## EARNED MEDIA ADVANTAGE GUIDED TOUR: MARKET BUILDER + SALES ACCELERATOR

### Compare and Contrast



NewsWire Market Builder + Sales Accelerator EMA GT - the EMA GT programs provide companies with the People, Plan, Platform, Production, and Performance to help develop a media and marketing communications strategy and actually execute campaigns to drive results, all with one partner in NewsWire.

*No additional internal staff required, no cost or training needed for software, no cost for databases (media and commercial) and no billable hours or costly retainers like with traditional agencies.*

By combining the increased awareness from earned media opportunities that come from direct outreach along with the number of consistent leads provided from the marketing programs, the Earned Media Advantage Guided Tour is a predictable, scalable approach the Market Builder outperforms traditional methods for business growth:



Search Engine Optimization Campaign (SEO) is considered a long journey and at the mercy of algorithm updates, search engine optimization can establish rankings but do not directly accelerate sales.

*With the EMA GT you shorten the path to the increased website traffic and sales opportunities through direct campaigns to target audiences and develop immediate SEO value through press releases distributed to Google and Yahoo News sections on page 1 of search rankings.*

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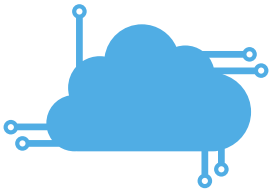
## EARNED MEDIA ADVANTAGE GUIDED TOUR: MARKET BUILDER + SALES ACCELERATOR

### Compare and Contrast



Paid Advertising allows for hyper-targeting of leads for on-demand traffic but with high cost per click prices and potential for competitors to bid up your costs.

*With the EMA GT, cost per lead is a fraction of PPC with direct access to targeted and qualified customers and establishes a personalized approach for better brand awareness.*



Third-Party Marketing Services require companies to buy software, add staff, use multiple vendors or hire agencies all of which is costly and time-consuming for businesses of all-sizes and delays time to market and return on investment. In addition, coordinating all the moving pieces amongst a variety of internal and external sources often causes more headaches than results.

*NewsWire's EMA GT bundles its high-tech software with a high-touch strategy and service team to limit the costs and resources required to launch and optimize integrated media and marketing communications campaigns that increase brand awareness, drive website traffic, and increase the number of leads for businesses and organizations across many industries.*

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