

**FROM:** PR University

**TO:** PR Practitioners

**SUBJECT:** Creating “Smart” Press Releases: Master the Power of SEO, RSS & Multimedia to Craft Releases for Ultimate Outreach

Bulldog Reporter’s PR University presents a new audio conference:

## **Transform Simple Releases into “Smart” Releases: How PR Can Master SEO, RSS and Multimedia to Create Powerful Releases for Direct Distribution**

Six tech-savvy specialists share their insights and expertise.

Thursday, August 7: 1PM EDT; 12PM CDT; 11AM MDT; 10AM PDT  
For full details, see our [conference home page](#)

Dear PR Practitioner,

It’s a fact that half of society has become more reliant on the internet...and less reliant on the press...to receive and distribute information.

Now, through SEO, RSS and other powerful PR 2.0 tools, you can learn how to transform simple releases into “smart” releases without relying *solely* on the press to police and present information.

In only 90 minutes you can walk away with a powerhouse of information from a panel of six tech-savvy experts who will provide you with a workable blueprint on how to create and enhance your press releases... for *direct outreach and ultimate results*.

You’ll learn how to incorporate the latest media techniques like SEO, RSS feeds, digg, del.icio.us, and even track-backs into your PR writing to increase traffic, improve brand awareness and *ignite* ROI.

Join us on Thursday, August 7, for PR University’s audio conference. Our six experts will share their insights and expertise on how *you* can master the latest in Web 2.0 tool technology to create...and directly distribute...your own “smart” releases.

## SPEAKERS:

**Sally Falkow**, Blogger, “The Leading Edge: PR Technology Trends;” Senior Fellow, Society for New Communications Research; President, Expansion Plus

**Sarah Skeric**, Vice President, Distribution Services, PR Newswire

**Shannon Whitley**, Principle, Whitley Media

**Paul Dyer**, New Media Specialist, Marketwire

**Todd Defren**, Principle, SHIFT Communications

**David Meerman Scott**, Author, “The New Rules of Marketing and PR”

## TOPICS:

- “The New Rules of PR:” How to create a *new tech-savvy press release strategy* to reach online publics, stakeholders and online influencers directly.
- SEO Primer: Why search engines have revolutionized the press release—and how to use this insight to *reach consumers and the press* with your news.
- RSS feeds, dig, del.icio.us and track-backs: What these latest tools are and how to use them for broader outreach and impact.
- Optimization Tips and Techniques: New ways for writing more effective PR copy—plus how to *optimize releases* and websites using keywords, phrases and “link love.”
- How to Conduct Keyword Research: Plus techniques for finding your company or brand’s keyword “sweet spots.”
- Social Media Essentials: Concepts and key definitions PR must understand about how social media works before incorporating Web 3.0 techniques into traditional PR.
- Social Media Release Blueprints and “Smart” Release Templates: Anatomies of successful “smart” or social media releases—plus how they work and how to get started TODAY to drive brand, reach and results.
- Secrets of Killer Content: RSS, video, audio—what drives publics (and the press) to online content...and how to use that knowledge to ignite releases.
- Cost-cutting Tips: Incorporating these tools into your program on a shoe-string
- Distribution in the Digital Age: New techniques, tools and services for placing releases online—and which will give you the *widest* reach.
- Web 2.0 ROI: How to measure your “smart” or social media release’s impact and *show value to management* of your social media and Web 3.0 efforts.
- What’s Next: How to *stay relevant* in an era of wikis, social media and YouTube.

For one low price of just \$299, you and your staff can gather around a speakerphone and discover in only 90 minutes how to *Transform Simple Releases into “Smart” Releases* and how *PR Can Master SEO, RSS and Multimedia to Create Powerful Releases for Direct Distribution* .

For full details...including impressive speaker bios...go to our [conference home page](#) or phone— toll free— 1-800-959-1059.

Sincerely,

Brian Pittman  
Director of Content, PR University

P.S. Registering for this event is fast...and easy. You can use our [online registration](#) form or call 1-800-959-1059 and allow one of our Client Satisfaction Representatives to sign you on. You and your staff will be registered in a matter of minutes... and be set up to receive your access information and conference background materials.