



Press Releases

In large rebranding projects and marketing campaigns, small details can fall by the wayside, causing last-minute stress as your agency prepares to launch a client's critical branding effort. Press releases are one detail that can be easily overlooked, but they should be taken seriously, since they will serve as an announcement for new products, partnerships, services, or store openings. With Pennington Creative on your team, you can rest assured that press releases are not a last-minute add on, giving these announcements the time and attention they need to make an impact. In fact, partnering with Pennington can make your agency a one-stop shop for clients who are seeking a broader range of marketing services, including copywriting and custom design.

- **WHY SHOULD YOU OFFER PRESS RELEASE SERVICES TO YOUR CLIENTS?**

In any type of copy designed for distribution, businesses will have more success with a little outside help. With Pennington Creative working behind the scenes on press releases and other type of online content, your agency can become an all-inclusive marketing resource through all stages of your clients' development.

HOW CAN YOU SELL CLIENTS ON PRESS RELEASE SERVICES?

- Most businesses do not have the time or knowledge to draft their own press releases and other written materials. Let your clients know that you can provide informative, well-written press releases so they can focus on their business and what they do best.

WHAT MAKES PENNINGTON CREATIVE RIGHT FOR YOUR CLIENTS'

- **PRESS RELEASES?**

When it comes to press releases, you will want to know that each announcement is delivered with the right style to create a buzz. With Pennington Creative, you will gain access to a team of skilled writers and researchers who not only understand how to write effective press releases that are ready for distribution, but who can also research target demographics to position the press release in all the right places.

Are you ready to learn more about offering press release services to your clients? Contact Pennington Creative to find out more about how we can help.