

New Online PR Service for UK/USA Industry and Organisations

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A new professional online service to write news releases and distribute them in the UK and USA has been launched – CLICKintoPR.com. Backed by a team with nearly 40 years combined experience, the competitively priced service will appeal to many who would like to control PR costs by using a pay-as-you go service.

Anyone who needs to communicate with their customers through traditional and new media can take advantage of a quick two working days or express one-day turnaround. The service can target magazines, news portals, e-zines, newspapers and many other media outlets in the UK (over 16,000) and USA (over 66,000).

"Many companies and organisations want to reach the media in a professional way but don't always have the funds available to engage a full time, full service PR agency. CLICKintoPR is designed to provide them with a cost effective alternative – one where they can control the costs," commented Adrian Maguire, one of the creators of the online service.

Len Bladen, a partner in Brennard Textiles, who has used the service, explained, "Opening up new markets is always a problem. CLICKintoPR.com have helped us build a completely new side to the business with our micro brewery promotion. Now we are looking at the hotel sector."

CLICKintoPR is a quick loading web site that allows the user to complete a simple form to describe their project. Ten questions are designed to gather information to write a press release. Provision is made for the user to upload a high-resolution image to accompany their story. Everything takes place online – once the draft press release is completed, the user is notified by e-mail to revisit their project and make any changes if required. On confirmation that it is correct, the release is issued by e-mail to a carefully researched list of publication editors and online publishers. A link in the e-mail allows editors to download the image. Stories remain on the web site as part of a searchable archive for editors.

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High res image can be downloaded from: www.clickintopr.com/editors/articleDetail.asp?pjID=85