

Open 24/7, open to opportunity

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A Bizcommunity Press office is the office that's open 24/7 - it speaks for you beyond office hours. Offering unlimited design options, a Biz Press Office is no longer just a conduit for company news releases, but can act and look like your real office, with gorgeous corporate visuals of interiors, your building, team and products, so prospects know who they are dealing with at a glance. Stills or animated mastheads can depict recent work, events or activations.

From the beginning the Press Office has offered clients the benefits of easy entry and prime exposure to a fast-growing community focused on marketing and media, and this still holds true today. The Press Office concept has evolved to the point where clients can use it to manage their publicity, their recruitment advertising and their corporate edge.

New self-management features for both copy and images now ensure clients have easy, hands-on control of their company identity within their Press Office.

Be present

Feedback from clients is that these days having a company website alone doesn't always generate the necessary engagement with their content and their need to extend a presence into multiple channels. Companies now use their press offices as hubs from which to launch their social media activations. Bizcommunity can tweet press releases on your behalf to our 20,000+ social media followers or clients can tweet and send links of your latest content offering to their own followers and targeted prospects, giving greater control that content will reach the right eyes and ears.

Unless someone is actively looking for your company there would be no reason for them to visit your website. In contrast Biz Press Office holders are elevated to front page news and can leverage this status in any number of exciting and proactive ways. The product allows a company to showcase their own company news, case studies, awards, new business, new appointments and any other news to a wider business community. If a company achieves a milestone or introduces a new product or service, why keep quiet about it?

Keep your eyes peeled for the latest on how to manage your company's publicity Biz-Press-Office-style, next!

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