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## **Business Wire Launches the *Smart Marketing Page***

*New Product Profiles Products and Services Online*

SAN FRANCISCO--(BUSINESS WIRE)--Business Wire today introduced the *Smart Marketing Page*, a custom web page featuring information about the product or service announced in a company's press release. The Smart Marketing Page is the newest addition to the Smart News Release suite of services. The goal of the *Smart Marketing Page* is to supplement the information contained in a client's press release as well as provide a link to this landing page from the client's own website.

The *Smart Marketing Page* is the logical next step of the *Smart News Release*, which incorporates multimedia with the press release. The *Smart Marketing Page* is hosted by Business Wire and includes six multimedia assets including photos, videos, graphics and PDFs, in the most popular downloadable formats. This page is search engine optimized with HTML source code and permalink, with customized call to action sections, email links and social media engagement bookmarklets.

"The *Smart Marketing Page* is a quick, economical way for a company to extend its product or service announcement to an online audience in addition to the press release announcement," commented Laura Sturaitis, Senior Vice President, Media Services and Product Strategy. "We are able to create and publish a customized Smart Marketing Page as a landing page based on the information and assets available on the Smart News Release, faster and with more features, than a company could do internally for display on its own website."

### **Early Adopter**

One of the first companies to realize the benefits of the *Smart Marketing Page* was Scripps Networks for its FoodNetwork.com site. It issued *Go Guac on FoodNetwork.com for Super Sunday* which provides information and links to guacamole recipes, trends and help guides. The accompanying Smart Marketing Page prominently displays all of the multimedia, text and quick links in an attractive layout design and color scheme chosen by the company.

"In our communications efforts, we strive to give journalists the most complete picture possible, telling our story and providing links and other resources all in one place," said Jerilyn Bliss, Scripps' VP of corporate communications. "Knowing Business Wire's extensive reach in distribution, we were eager to utilize this new product to deliver our message."

### **Smart Marketing Page Features**

The *Smart Marketing Page* is offered in three page layouts and includes:

- A Smart News Release sent to Business Wire's National circuit with up to six downloadable multimedia assets (which can include photos, graphics, audio files, videos,

PDFs, etc.)

- EON: Enhanced Online News posting
- HTML email distribution to 100 email addresses provided by the company
- Fully customized color scheme for text, background and hyperlinks
- Monitoring reports for all distribution
- Search Engine Optimized web page (customized source code)
- Permanent hosting of Smart Marketing Page and multimedia and archiving via a customized permalink
- Customized call to action, email and social media engagement links

### **Price and Availability**

The *Smart Marketing Page* is available for ordering immediately. Advance ordering is recommended, as three business days is the typical turnaround time. Price per page, including distribution and reporting, is \$2,895. To create a *Smart Marketing Page*, contact your Local Business Wire office.

### **About BusinessWire**

Business Wire, a Berkshire Hathaway company is utilized by tens of thousands of member companies and organizations worldwide to functionally enhance and communicate investor relations and public relations content to target audiences. As a recognized disclosure service in the United States, Canada and a dozen European countries, Business Wire facilitates the simultaneous flow of market-moving press releases from corporations to financial markets and their audiences, including regulatory authorities, media, investors, financial information systems and consumer news services. Business Wire also handles XBRL tagging, document formatting and regulatory filing into EDGAR, SEDAR, FSA and other systems.

Communications professionals turn to Business Wire to optimize and issue press releases, photos and multimedia to news organizations, journalists, trade publications, search engines, and individuals, with full-text posting to websites, online services and databases. A range of distribution options enables members to target by geography, industry, news theme and audience demographics.

Founded in 1961, Business Wire has dual headquarters in San Francisco and New York, with 30 bureaus in cities including Los Angeles, Chicago, Boston, Miami, Paris, Frankfurt, London, Brussels, Tokyo, Toronto and Sydney and reciprocal offices throughout the world. Business Wire's patented NX data platform supports XML, XHTML and XBRL code that enhances news release interactivity, social media sharing and search engine optimization. More information about Business Wire and its services is located on its website at www.BusinessWire.com.

## Contacts

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## At A Glance

### Business Wire

Headquarters: San Francisco, California

Website: <http://www.businesswire.com>

CEO: Cathy Baron Tamraz

Employees: 500

Organization: A Berkshire Hathaway Company

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**Permalink:** <http://www.businesswire.com>