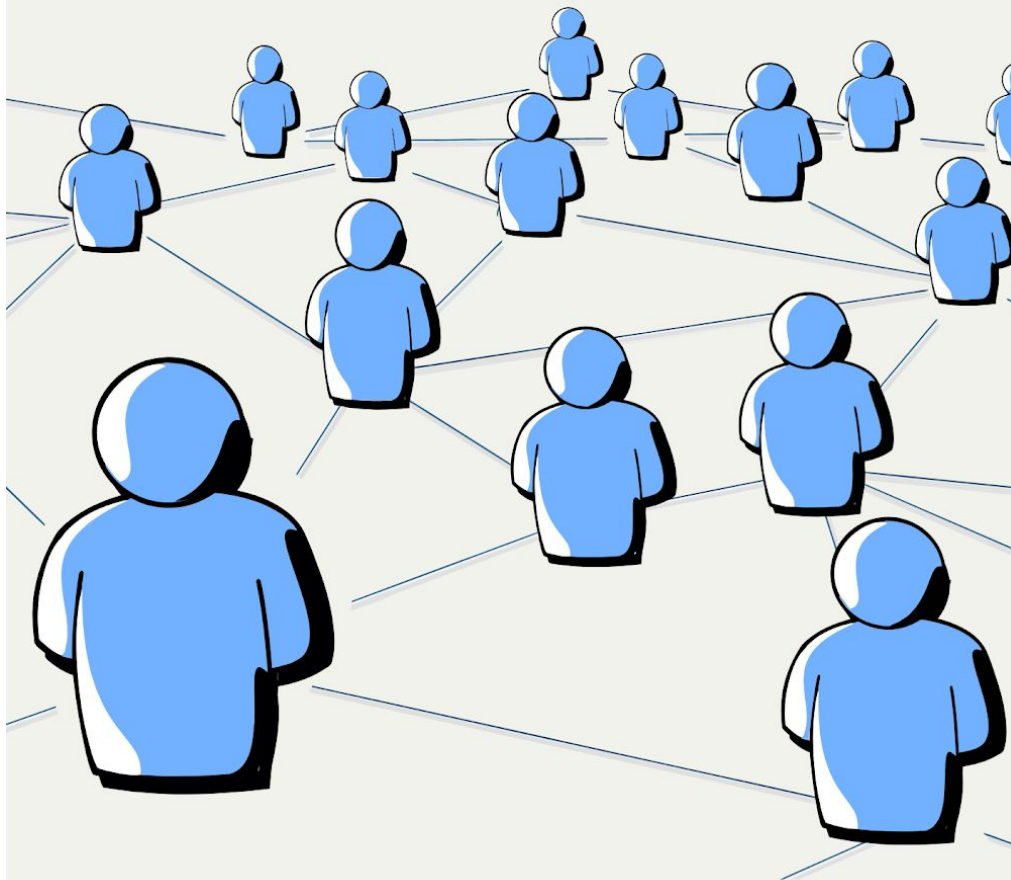


PRESS RELEASE CASE STUDY

*How One Business Press Release Went Viral
and Generate 6,000 Visitors*



Marketers**MEDIA**

“Does Press Release Still Work?”

Working in the PR industry, this is one of the questions we have been asked the most: **Does press release still work in 2018, 2019, or 20XX?** (*kindly fill in the blank*).

It seems that press releases have been thought of as a marketing tool of the past, and we can understand *why*. Looking around the internet for information and resources about PRs, we have come to realize that most of what we read are often outdated.

Oftentimes, it is just portrayed as a must-have, cost-effective marketing strategy you should use to boost your business growth and traffic. However, this is never backed up by actual statistics or even methods on **how you can make the press release work.**

At the end of the day, this just leaves us wondering how effective is press release, really? That’s why we at MarketersMEDIA have created this case study to showcase what a news release can truly do for your business.

The case studies used in this guide are from our customers who have distributed their news releases with us, and the dissection of each press release is based on our analysis and do note these are results only from MarketersMEDIA.

The traffic results does not include those from the 500 authoritative media outlets the press release has been distributed to which includes USA Today, MarketWatch, Comtex, ABC, CBS, NBC, FOX, VNN, and more.

[You can check out our full distribution list here.](#)

Case Study 1: New Website Announcement

Press Release Title:

Rahul Balam Announces the Launch of Balam Law Office's New Website

Announcement Date:

October 9, 2019

Media Pickups:

510



Business Goal:

Raise awareness about new website for law office

MarketersMEDIA[How It Works](#)[Plans & Pricing](#)[Our Distributions](#)[Newsroom](#)[Info Hub](#)[Contact Sales](#)

[MarketersMEDIA / Newsroom / Rahul Balam Announces the Launch of Balam Law Office's New Website](#)

Rahul Balam Announces the Launch of Balam Law Office's New Website

Share This Press Release   

Balam Law Office in Santa Rosa launches a new website to better reach and serve their clientele.

SANTA ROSA, California - October 9, 2019 /MarketersMedia/ – The Balam Law Office is proud to announce the launch of their new website. This website is an extension of the Balam Law Office's promise to provide excellent communication with their clients.

The new website will also serve to facilitate future clients in finding the Balam Law Office, which handles cases as diverse as finance & security law, burglary, domestic violence, vehicular manslaughter, marijuana charges, and more.

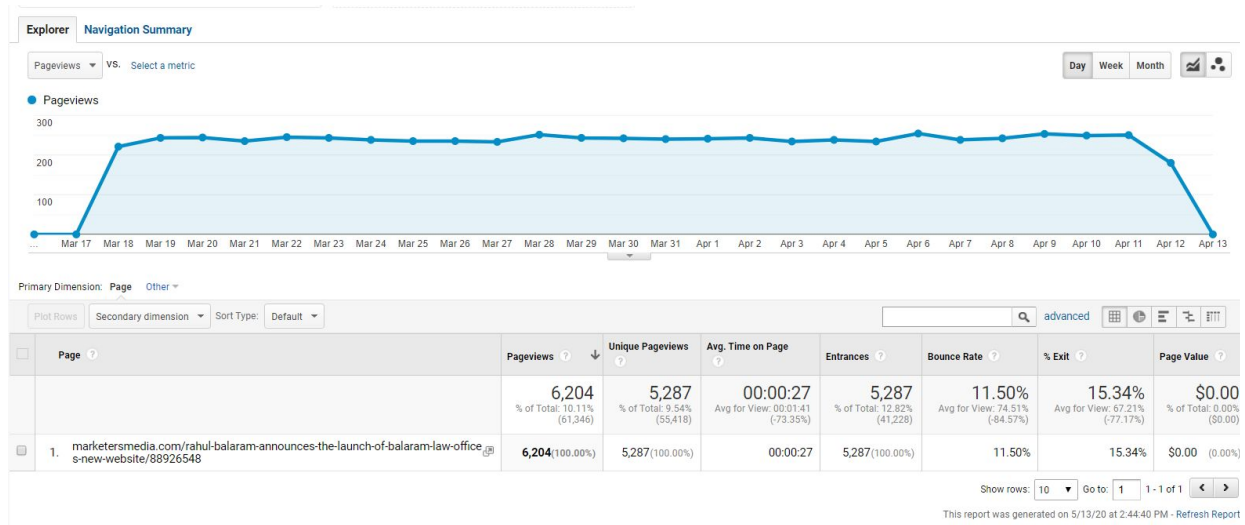
The Balam Law Office was established by Rahul Balam. Mr. Balam has dedicated his career as an attorney to fighting for the people and ensuring that every one of his clients receives compassionate,



Press Release Link:

<https://marketersmedia.com/rahul-balam-announces-the-launch-of-balam-law-offices-new-website/88926548>

Results: >6000 traffic in 4 weeks



Press releases about the launch of a new website is nothing *new*. It is an angle that many businesses use, so much that we would find it in our dashboard almost everyday.

However, none has found such tremendous success in traffic flow than Balaraw's Law Office announcement that has received over 200 traffic consistently everyday, totaling to more than 6,000 traffic in 4 weeks.

If you were observant, you might have noticed that this surge in traffic came during the period of mid-March to April, 2020 when the press release was released on October 9, 2019.

So what was the reason behind this drive in traffic? The reason is none other than ranking, because if you do a quick google of "Rahul Balaraw", you will notice that his MarketersMEDIA press release is ranking for the keyword.

This surge in traffic came when our press release was ranking #1, and though at this time of writing this press release case study we have drop to position #2, we are still receiving bits of traffic when people search for Rahul.

Google

Rahul Balam

× | 🔊 🔍

🔍 All 📺 Videos 🖼️ Images 📰 News 📍 Maps ⋮ More Settings Tools

About 526,000 results (0.36 seconds)

thenewswheel.com > attorney-rahul-balam-discusses-c... ▼
Attorney Rahul Balam Discusses Car Insurance Coverage ...
Feb 10, 2020 - In this article, **Rahul Balam**, of Balam Law Office, discusses insurance coverage with criminal convictions. Only driving-related crimes affect ...


marketersmedia.com > rahul-balam-announces-the-la... ▼
Rahul Balam Announces the Launch of Balam Law ...
Oct 9, 2019 - **Balam** Law Office in Santa Rosa launches a new website to better reach and serve their clientele.

www.thereporter.com > da-dismisses-rape-case-against-... ▼
DA dismisses rape case against former deputy public defender
Jun 12, 2019 - Case against **Rahul S. Balam** 'not provable,' defense attorney says ...

balaramlawoffice.com ▼
Balam Law Offices | Criminal Defense Attorney in Santa ...
Criminal Defense Attorney **Rahul Balam** provides compassionate, zealous and excellent representation to those who have been accused of a crime and face ...

Images for Rahul Balam

solano county public defender defense attorney car thieves santa rosa lawyer burglary



→ More images for Rahul Balam Report images

What makes this press release unique and more likely to rank at SERPs for its targeted keyword we realized is based on one simple trick and that is by putting your **targeted keyword first in your press release title.**

This is something that we noticed throughout a lot of press releases, but of course this is on the basis that you are targeting the right keywords.

Don't expect your press release to be ranking for short-tail keywords like *law* or *media firm*. Plus, another trick we often use is to include LSI keywords to make your press release relevant.

For this, we recommend learning more about LSI Keywords at <https://lsigraph.com/>

In any case, we hope this shows how one business press release managed to successfully generate over 6,000 traffic, even long after it has been distributed.

No matter individuals or businesses, a press release is a super effective way to build and manage your online reputation. Especially for your business/ brand name or dealing with public relations, this marketing tool can be super useful.