



Running Charity Events

Publishing Financial Updates



New Management Team



Reporting Performance and Accomplishments



Organising Marketing Events



Managing Brand Communication



Sharing Insights



Announcing Growth



# 67 Press Release Business Content Use Cases

Executive Summary



## Announcing Growth

- Change in business term
- New company/ unit establishment (Grand Opening)
- **New branch opening**
- **New strategic partnership/ alliance / vendor agreement**
- Office/HQ Relocation
- Reorganisation of the company
- **New patent issuance**



## Publishing Financial Updates

- Financial and Earnings updates
- Initial Public Offerings and Stock offerings
- Mergers and acquisitions announcement
- **Securing business funding from Business Angels or VCs**



## Reporting Performance and Accomplishments

- **Celebrating anniversary**
- Customer acquisition milestones (100th customer, 500th customer, 1 million customers, etc)
- **Markets expansion milestones** (new region, new country etc.)
- Obtaining a new, significant customer
- Recognised by authoritative publications
- **Winning recognized award**
- **Meeting/ obtaining quality/ standard recognition/ certifications**



## Running Charity Events

- Charitable or philanthropic contributions/involvement
- **Corporate social responsibility initiatives** (scholarship, disaster recovery support etc.)
- Event or team sponsorships/ partnership
- Voluntary work/ support for a cause



## Introducing New Management Team

- **New CEO/ leadership/ other personnel changes**
- **New Shareholder/ Ownership transfers**
- Internship Program/ Placement



## Managing Brand Communication

- **Celebrity or public figure endorsements**
- Company or Business Unit Rebranding
- Customer interview, story and case studies
- Product or Brand name change
- **Website or Mobile App launch**
- Response to a new regulation
- Appearance at trade show or joint stages
- **Media appearances** or live interviews
- Event Sponsorship
- Success of events held (with event related facts)
- Pre & post event commentary
- **Response to untruthful business rumours**
- Response to Consumer lawsuit
- **Response to Employee scandals**
- Response to events that impact the business
- Product recall



## Sharing Insights

- Debunking of myths in your industry
- **Expert opinion about a topic in your industry**
- Statement of position regarding a local, regional or international issue
- **Making public statements on future business trends or conditions**
- Making public statements on new data release/study about your market
- **Making public statements on new technology affecting your industry**
- Watchlist or warning alert about certain matter in your industry
- **Announcing research or survey outcome conducted**
- Publishing free resources
- Releasing of useful tips sheets or infographic or featured stories
- **Running Webinars, talks, forum, seminar, conference, & workshop**



## Organising Marketing Events

- **Product/ Service Launch Campaign**
- Social Media Campaign
- Contest/ Competition Launch Creative and Outlandish promotional event
- **Customer Engagement Campaign** (Family day, Fans meet up, Free sampling etc.)
- **Features upgrade for existing products**
- Freebies for Grab: free consultations, samples or trial offers (discount, vouchers etc.)
- Time-limited sales, offers and promotions

# WHAT'S NEXT FOR YOU?

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