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Recent TGPR Press Releases

Justin-please fill out this section.

How to Get Covered on Blogs

1. **Research** blogs in your industry. Type "XX blog" in Google (using your industry as a keyword)
2. **Read** these for a



Why Bloggers Matter

By Susan Payton, [The Marketing Eggspert](#)

If you've been around for a while, you may think of press releases strictly in terms of being a way to reach journalists and maybe get coverage in a major publication. Au contraire. Today, blogs are just as important a media channel (if not moreso).



Why?

- **Blogs are updated more often than most publications.** Many bloggers update several times a week or daily.
- **Blogs need fresh content.** They often look for press releases to find interesting topics.
- **Bloggers are (usually) easier to reach than journalists.** Very few bloggers are as bombarded with releases and pitches, so your chance of connecting with a blogger is greater.
- **People read blogs.** In a given niche, a blogger can have tens of thousands of readers, hanging on their every word.
- **Bloggers are trendsetters.** Bloggers are experts in their areas, and people listen to what they say is important.

[Click here to learn ways to use blogs to](#)

week or so, to make sure you understand the blogger's style.

3. **Determine** if they accept press releases or pitches.

4. If they do, carefully **craft a letter** about your recent news and offer it as a topic the blogger can cover.

5. Offer **additional resources**, including interviews and photos, if necessary.

promote your news.

→ Press Releases = New Customers

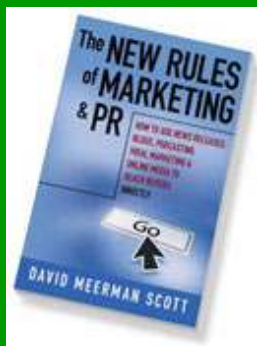
People can't buy from you if they've never heard of you. When [That's Great PR](#) writes press releases for you and distributes them online, more future customers can find you and your website...resulting in phenomenal sales!

[That's Great PR](#) knows press releases. We have written and distributed dozens of releases for our customers, and they've all seen a significant spike in traffic and sales as a result!

Get Started Today

Stop procrastinating and start your [Press Release Campaign](#) today!

Get started generating amazing results for your company with press releases. Call your account executive now at **888-715-4900**.



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