Smart Marketing Page

Magnify Your Release By Turning it into A Custom Web Page

The Smart Marketing Page showcases your company's products and services on a graphically rich and interactive web page where customers and prospects can interact with your brand. Built on Business Wire's robust HQ platform, your Smart Marketing Page is fully customizable and can be branded to match the look and feel of your corporate website.

Rates

$3,150 + $110 for GMSM features

This includes a Smart News Release sent to our National circuit, up to six downloadable digital assets, news amplification, NewsTrak reports and social media analytics.

Contact your local Business Wire account executive for more information.

Business Wire Smart Marketing Page

- Ability to preview your page on a secure site before it goes live
- Analytics accessible on secure site for the life of your page
- One year archive of page with extended archiving available
- 24-hour turnaround time for standard page designs (business hours, Monday-Friday PST)

1. Customizable header image and background with five standard page designs to choose from
2. Feature important graphics and allow viewers to download
3. Prominently display a release to augment news amplification
4. Integrate social media including a live Twitter feed
5. Use buttons to increase the strength of your call to action
6. Showcase video which leads to increased time spent interacting with content
7. Include related links to further deepen the audiences knowledge of the issue or product
8. Identify public relations contacts for the media.