



FOR IMMEDIATE RELEASE

Changing the PR Game. Small Businesses Landing News Placements Through Earned Media with PRKarma.com

Pitch: The PR and news distribution industry is overdue for change, precisely what PRKarma.com has done.

SACRAMENTO, CA, October 6, 2021 - Businesses realize a news release service can be an effective way to get news about a new product or service out to the public. The problem is in this day and age, the news release model, in most cases, is broken in several ways. First, most news distribution services syndicate their news across dozens (sometimes up to a hundred) of news websites. Second, news syndication is a pay-to-play model. The distribution service pays the syndication partner to have the news they receive posted on the syndication location website.

Having news displayed on a branded syndicated website is false security of successful distribution for the owner of the press release, even though the news distribution company may advise that the website their news shows on is a syndication partner. More of a problem is now their news is published online, verbatim for the world to see. To put the icing on the cake, we are now in a time where search engines do not like duplicate content. The impact of this syndication saturation could be questionable.

“The journalists we have spoken with have all said they prefer to have the first crack at a story and would like to be the first to break the news. When news syndicates, it takes that opportunity away from them,” says John Coulman, Marketing Director with PRKarma.com. The third problem is the lack of news distribution to local communities and cities. “We looked around, and we could not find a specific service that distributes news at a local city/community level. Not every business wants a splatter distribution. That is a big part of why we came up with PRKarma.com,” added Coulman.

The problems do not end there. Smaller businesses find once they distribute a news release, they post their news to their website, usually under a menu option like ‘News.’ For those that get that far, it is better than nothing. However, many do not even post their news release. “PRKarma.com recognizes the importance of having a Newsroom/Mediaroom where businesses can post information journalists are looking for, like downloadable high-resolution images, media contacts, where else they were featured in the media, and of course their press releases. All part and parcel with PRKarma.com,” continued Coulman.

PRKarma.com provides two primary services combined into one while solving the above problems. First, we provide a service to distribute news directly to journalists within a specific region or city. Second, we provide a newsroom for your news release, and media assets to be added to (PRKarma.com auto-posts to your newsroom when you send your news out). Newsrooms provide journalists an epic experience and ease of use in finding the information they need swiftly. They also provide an excellent way for business owners to keep their customers up to date because newsrooms may be followed. Coulman says, “we had input from a couple of journalists for the layout of our newsrooms to make everything easy for them to find for when they are looking to write a story.” Also, PRKarma.com does not syndicate news content when a story goes out to journalists. Their news can even be a delayed posting to the client’s newsroom, so the story is not broken before the journalist reviews the press release, truly giving

them the first opportunity. The newsrooms are a seamless integration into a business website, like <https://www.puregoldmining.ca> – The URL looks like a part of the website.

Maxwell C. Pollock of Crothers Consulting advised, “PRKarma.com is the modern-day, affordable solution for pitching news to busy journalists. PRKarma.com’s platform is targeted, effective and affordable. We even landed a television interview for a client.”

About PR Karma

PR Karma was founded in 2019 to provide small business owners the same tools as prominent businesses at a fraction of the cost. With a combination of its professional newsroom software and targeted, local news distribution capability, PR Karma is becoming touted as a ‘no-brainer’ addition to any business marketing strategy.

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