



**Factor**  
WEB MARKETING

*Drives Interested Prospects to Your Company's  
Most Important Sales Tool... The Website*

## **Public Relations Services** **by X-Factor Web Marketing**

X-Factor's public relations services are a fusion of traditional PR and new media solutions. We're a streamlined communications hybrid. Our PR services have evolved to target increasingly important online media and traditional media influencers to increase your visibility among existing and potential clients. We offer the best of both worlds.

### *Relating to your Public Today*

Times have changed, information moves faster and further. You need to make sure your messages are getting to the right audiences when, where and how they want to receive them. X-Factor offers the optimal mix of traditional and new media PR.

#### *Traditional Public Relations*

- Access to 800,000+ Media Contacts
- Strategic Media Relations
- Article Distribution & Placement in Key Media
- Geographically Target Markets for your Business Plans
- Clipping Services & Results Summaries

#### *New Media Solutions*

- Keywords and Phrases Analysis
- Optimized Articles and Press Releases
- Placement in Key Online Media and Directories
- Inbound Links from our Optimized Materials Increase your Searchability
- Keyword-loaded Materials on your Site keep it Dynamic

#### *Additional Services*

- Clipping
- Media Coverage Reporting
- Press Releases
- Editorial Articles
- Newsletters
- White Papers
- Case Studies
- Blogging

Our Public Relations strategies offer proven results and measurable returns. We are experts in slicing through the clutter to clearly tell the story of your brand.

**Contact X-Factor Web Marketing for a Free, No-obligation Consultation**

X-FactorMarketing.com • Phone 828.322.2690 x 1102 • Fax 828.327.0189

