

5 Free Ways to Promote Your Recent Article

Created by *Eyeflow Internet Marketing*

Congratulations on your recent story! Now that you have a great piece of PR you should get it out there for the world to see. Below are just a few FREE suggestions from Eyeflow Internet Marketing that can help you get more exposure to your article and strengthen your business's online footprint. If you like these suggestions then you may be interested in our blog that is updated every week with helpful internet marketing tips and advice – eyeflow.com/blog

More Than 25 Years of Helping Our Region's Technology Companies Succeed. [Member Login](#) | [Contact Us](#) | [Search](#) | [JOIN NOW!](#)



Pittsburgh Technology Council



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Pittsburgh Technology Council

BUILDING NEW BUSINESS
BRIAN KUTCHMA'S TECH COMPANY MADE A LOT OF "GREEN" WITH THE HELP OF THE PITTSBURGH TECHNOLOGY COUNCIL.



Save some green.

We Help Tech Companies Succeed

For more than 25 years, the Pittsburgh Technology Council has helped our region's technology companies succeed through a proven platform of [Business Development](#), [Talent Retention](#), [Government Relations](#) and [Visibility Services](#).

Talent

Attracting and retaining a talented workforce is every technology company's top concern. It takes the right talent to make your business hum and the [Council can be your resource](#).

Our [Career Connector](#) is Pittsburgh's most robust technology-specific career site. Members post jobs and peruse resumes for free.

The Council also offers industry-leading [health and disability insurance](#) for your growing workforce.

Business Development

Building new business takes connections. The Council is absolutely driven to help its members connect with the people, business opportunities and financing they need to grow.

The Council's [business development services](#) and initiatives can help you make money, raise money and save money.

WHAT'S HOT

Tech 50 Finalists Announced!

The Pittsburgh Technology Council is excited to announce the finalists for the 2010 Pittsburgh Technology 50. The award ceremony will be held on October 14, 2010. Congratulations to our finalists!

[Read the complete list now!](#)

Breaking News

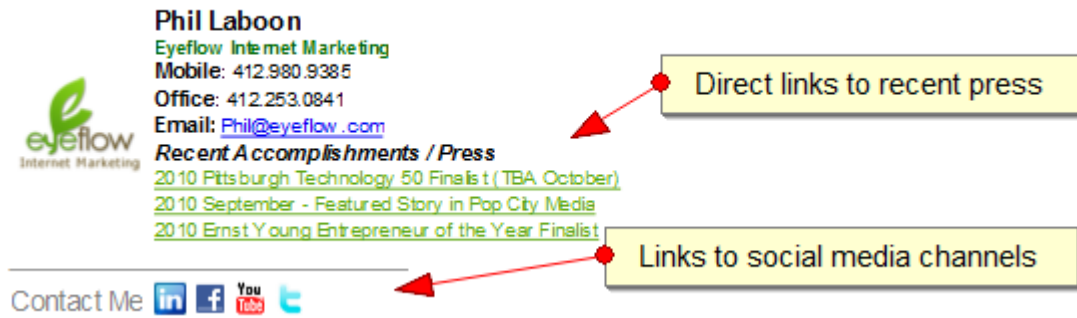
Powered by Techburgher.com

[Amylyn Kyler Promoted to Newton Consulting's Direc \[...\]](#)
Newton Consulting, LLC, a local provider of information technology and human resource management con [...]

[Xiaoyan Zhang Recognized as "Pacesetter"](#)
Xiaoyan Zhang, president and CEO of KIT Solutions, LLC, was recently named a 2010 Pacesetter by Smar [...]

#1 Email Signature

One of the easiest passive ways to grow exposure to your story is to link to it in your email signature. All it takes is a simple HTML link at the bottom of your email signature and everyone you e-mail will see your recent story. Below is an example of a well formatted email signature using a free tool called Wise Stamp (<http://www.wisestamp.com/>)

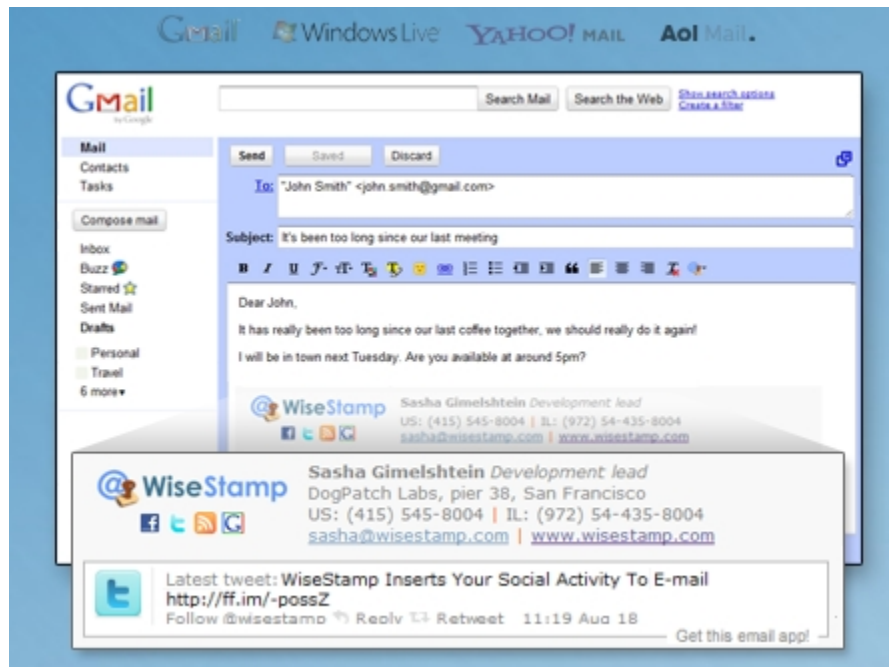


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Recent Accomplishments / Press
[2010 Pittsburgh Technology 50 Finalist \(TBA October\)](#)
[2010 September - Featured Story in Pop City Media](#)
[2010 Ernst Young Entrepreneur of the Year Finalist](#)

Contact Me [in](#) [f](#) [You Tube](#) [t](#)

Direct links to recent press

Links to social media channels



Gmail WindowsLive YAHOO! MAIL AOL Mail.

Gmail Search Mail Search the Web Show search options

Mail Send Saved Discard

To: "John Smith" <john.smith@gmail.com>

Subject: It's been too long since our last meeting

Dear John,

It has really been too long since our last coffee together, we should really do it again!
I will be in town next Tuesday. Are you available at around 5pm?

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Latest tweet: **WiseStamp Inserts Your Social Activity To E-mail**
<http://ff.im/-possZ>
Follow @wisestamp Reolv Retweet 11:19 Aug 18 Get this email app

[wisestamp.com](http://www.wisestamp.com)

#2 Link from Your Website

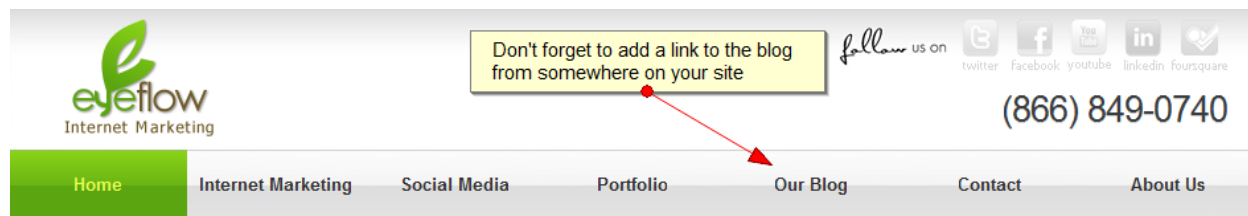
If someone is coming to your website chances are they are interested in doing business with your company. Depending how they got there they may be coming for a first time from a Google search or may have been referred by a friend or colleague. Either way, they are a potential customer and this is your chance to impress them with your company's reputation. What better way to do that then show off recent press!

Below are two creative ways you can easily link to your Pittsburgh Technology Council article without having to redesign your entire site:

Create a Blog:

Blogs are a GREAT way to informally share information about your company with visitors. All you need to do is write up a brief summary about the article and then link directly to the Pittsburgh Technology Council article.

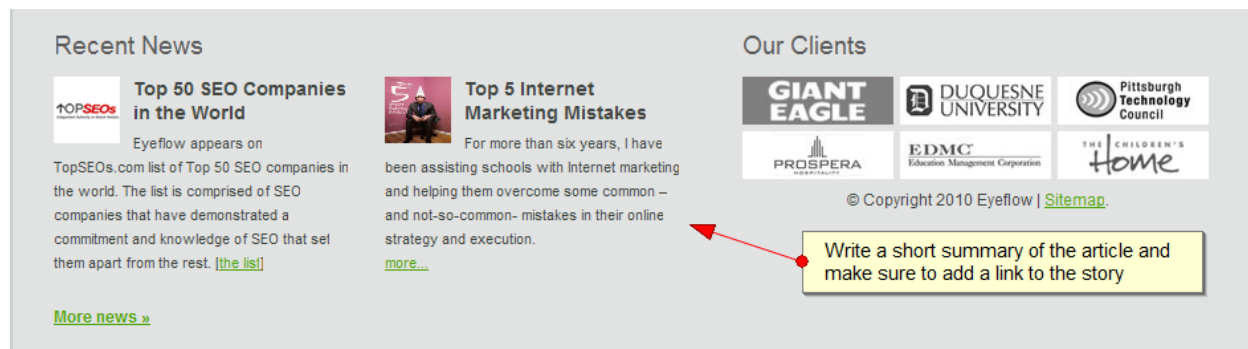
Note: We recommend using WordPress.com for all blogs. This software is free, easy to use, and search engines LOVE it.



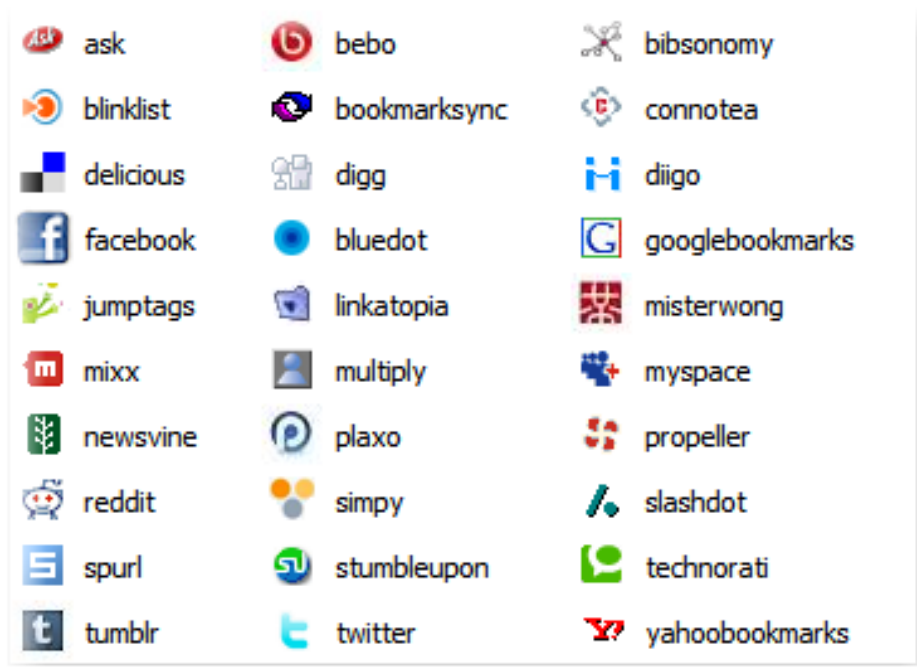
Create a Recent News Section:

Setting up a blog sound like too much work? You can easily add a small news section to the bottom of your website. Most sites can easily be extended and the search engines will LOVE this since it's unique updated content.

Below is an example of a news section on the Eyeflow.com website:



#3 Social Bookmarking



Ever wonder how those videos or stories blow up over night with thousands or even millions of visits? More often than not, the answer is social bookmarking. Social Bookmarking is simply a method for [Internet](#) users to organize, store, manage and search for [bookmarks](#) of resources online. Unlike [file sharing](#), the *resources* themselves aren't shared, merely bookmarks that *reference* them. This makes them ideal to promote your new Pittsburgh Technology Council Article! Below is a list of the top 10 Social Book Marking sites -

Digg.com	Newsvine.com
Propeller.com	Fark.com
StumbleUpon.com	Blinklist.com
Reddit.com	Clipmarks.com
Del.icio.us	Shoutwire.com

For added exposure submit your story to social bookmarking sites that are targeted to your industry. To do this just type in your industry + social bookmarking into Google and go through the results

e.g.

“Insurance + Social Bookmarking” “Restaurant + Social Bookmarking”

#4 Social Networks



This is one of those times you can really start to reap the benefits of updating and building your social networking accounts. Simply post a link with a quick overview on all your social networking sites and be sure you reply to all the “congratulations” to keep the buzz going.

In this day and age EVERYONE should have at least the top social networking sites – It helps you easily connect with friends and colleagues and allows you to build your online reputation. Below are some of the top social networking sites as well as some optional ones:

Essential Social Networking Sites

[Facebook](#)
[LinkedIn](#)
[Twitter](#)
[Digg](#)

Optional Social Networking Sites (*General Business*)

[Partner up](#)
[Ryze](#)
[Yelp](#)
[Ning](#)

#5 Submit a Press Release

A big misconception is that companies should only write and syndicate press releases if they have “Big News”. This is a huge misconception. Nowadays people want as much information they can get their hands on, and the more you can get your company name and brand in front of them the better chance you have them remembering you and not a competitor if they are ever in the market for your services.

Tips for Writing an Effective Press Release

1. Tell the reader that the information is intended for them and why they should read it.
2. Make sure the first 10 words of your release are intriguing; if they aren't the reader will leave.
3. Avoid excessive use of adjectives and repetitive “fluff”

Free Press Release Submission Sites

Now where do you submit this great new press release you've written? Easy – just follow the links below. Each of the sites are FREE and have good standing within search engines as of September 2010.

<http://www.betanews.com/>

<http://www.newswiretoday.com/>

<http://www.prleap.com/>

<http://news.thomasnet.com/>

<http://www.pressreleasepoint.com/>

<http://www.npr.org/>

<http://www.prlog.org/>

<http://www.bizeurope.com/>

<http://www.free-press-release.com/>

<http://www.clickpress.com/>