



# How Newswires Can Increase Blog Readership

CASE STUDY

# The Premise

Company blogs are valuable for sharing insights on new products, services, and perspectives, building deeper connections with audiences. However, relying solely on owned channels can limit their reach.

With the resources invested in creating blog content, expanding its visibility to new audiences is essential.

Newswire distribution services like **GlobeNewswire**, traditionally used for press releases, can amplify blog content, ensuring it reaches wider audiences beyond a brand's immediate network. Offering extended reach, enhanced brand awareness, and detailed metrics, newswires provide communicators with a powerful solution to boost engagement and maximize the impact of their blog content.

# The Test

To evaluate the effectiveness of the GlobeNewswire by Notified platform, we selected 10 published blogs for distribution and impact measurement.

Each blog was sent as a brief write-up, accompanied by an image, to an online-only circuit, scheduled at different times and days to test optimal distribution windows.

Additionally, five of the blogs were shared on Notified's LinkedIn community to compare engagement across owned channels.

## Goals



Increase reach of blog content



Measure newswire traffic to owned channel content



Amplify newswire content across social channels

# Results



**Blog Views Boosted  
by 33%**



**Top Blog Gained  
90% Increase**



**Social Amplification  
Exceeded Engagement  
Benchmarks**

## Additional Reach: Social Media Amplification

By promoting your newswire content across owned social channels, you can significantly improve reach and further maximize engagement. This, in turn, can derive more value from your communications efforts, making it a strategy worth considering.

### Benefits include:

#### 1. Expanding reach beyond traditional channels

By promoting your newswire story on social media, you tap into global audiences and reach potential customers, partners and influencers.

#### 2. Boosting engagement and real-time interactions

Social media is a powerful engagement tool. It allows for direct interaction, enabling your audience to like, comment and share your story. This two-way communication fosters connections and provides real-time feedback, enhancing visibility and credibility.

To measure the effectiveness of your social strategy, consider tracking the following key metrics:

- **Engagement rate:** The percentage of interactions (likes, comments, shares) relative to your impressions.
- **Click-Through-Rate (CTR):** The percentage of users who clicked on your content, link or call-to-action (CTA)

compared to the total number of people who saw it. A higher CTR shows that your content encourages individuals to take action.

- **Reach:** The total number of unique visitors who saw your post. This measures the potential audience size your content is reaching.
- **Impressions:** The total number of times your content is displayed helps assess how often your content is viewed by users.

#### 3. Reinforcing key messages with dynamic content

Complement your key messages with additional content such as videos, carousel posts and behind-the-scenes insights. This platform allows you to build on your story, provide supporting context and drive impact through diverse, engaging formats.

“Moving forward, our team will continue using GlobeNewswire for additional high-impact content, including blogs, case studies, eBooks, white papers and webinars.”



**Adam Christensen**

Chief Marketing Officer at Notified

