



How GlobeNewswire Elevates Brand Awareness & Expands Reach for KISS PR

CASE STUDY

About KISS PR

KISS PR, founded in 2004 by Qamar Zaman and Ana Zaman, is a full-service digital marketing and website design agency. At the heart of their approach is the principle in their name: Keep-It-Super-Simple & Promising Results. The KISS PR team utilizes data-driven insights along with psychological and social factors to convert their clients' website views into tangible results. They're dedicated to redefining digital storytelling by merging artistic creativity with market insights, offering specialized services in SEO, PPC, content marketing, and social media analytics. KISS PR has successfully driven brand exposure for over 28,000 clients across the USA, UK, Canada, and the Cayman Islands.

“GlobeNewswire is hands down the best press release distribution partner. It is my favorite for ranking a press release [and] is very good for SEO-based copy.”

Qamar Zaman, Chief Growth Officer

GOALS



Increase Brand Awareness and SEO Optimization



Measure Press Release Reach, Impressions, Traffic



Maintain Efficient and Reliable Press Release Distribution for Clients

Challenges & Elevating the Approach

KISS PR is more than just a digital service agency; they are passionate about empowering clients with guidance, education, and the best tools to tell their stories.

As they aimed to redefine the traditional role of Public Relations (PR) agencies and position themselves as master storytellers, KISS PR recognized the need for **a reliable and credible press release distribution partner.**

To achieve these goals, Qamar Zaman and his team sought a partner to sustain engagement, increase client ranking, and serve as a gateway to amplify their client's narratives.

Since partnering with Notified in 2019, KISS PR has leveraged GlobeNewswire by Notified for effective press release distribution to elevate their client's reach and engagement. **GlobeNewswire is used by over 500 KISS PR clients across industries including law firms, healthcare, small businesses, real estate, and government.** On average, their clients send 10-30 press releases per year to provide a trusted source of their news, increase message pull-through, and improve SEO rankings.

Utilizing GlobeNewswire has been pivotal in boosting the SEO rankings of KISS PR's clients. With strategic distributions that ensure high search visibility, their clients have increased brand awareness and market reach.

Qamar Zaman and the KISS PR team also work with GlobeNewswire by Notified's full-service global editorial team to ensure the accuracy of their press releases.



"Because of these press releases, my clients are getting found in earned media."

Qamar Zaman, Chief Growth Officer



NewsWire Analytics for Measuring Success

KISS PR encourages their clients to look beyond vanity metrics, such as press release views, and instead focus on strategically building brand recognition with each GlobeNewswire press release.

They emphasize meaningful metrics such as search rankings, earned media over time, and bounce rate. As KISS PR provides dynamic post-distribution reports containing GlobeNewswire's analytics, their clients can view traffic, social media shares, multimedia engagement, and link click-throughs from their press releases. These comprehensive metrics enable KISS PR to deliver precise and effective feedback for their clients, showcasing the tangible benefits of each press release in building their brands and expanding their storytelling.

Through GlobeNewswire by Notified, KISS PR has not only enhanced its clients' brand awareness and digital presence but has also established a robust framework for measuring the success and impact of its PR strategies for clients.



"When we are sending out a press release, we are relying on the distribution network to ensure that it will go out on time – and for this, we trust GlobeNewswire. I've gotten calls at night with urgent client needs and GlobeNewswire has reliably ensured that a press release went out at 6:00 AM the next morning. This makes both us and our clients really happy!"

Qamar Zaman, Chief Growth Officer



KEY RESULTS

3%-5%

GlobeNewswire press release engagement rate.

2-3

Earned media articles for each client.

3,000

GlobeNewswire press release views in 7-10 days.

2.5%

GlobeNewswire press release click-through rate.

Enhanced SEO for long-tail keywords, resulting in improved rankings, increased organic traffic and greater brand visibility.



Qamar Zaman, KISS PR

“I’ve worked with a lot of providers, but GlobeNewswire has, by far, the best press release distribution measurement. We can deliver more to our clients because we know what we can get in terms of data in GlobeNewswire’s analytics reports.”