

The tools you need to engage with the audiences you want.

Master audience engagement with Marketwire.



Stop Pushing. Start Engaging.

Welcome to the 21st century, where communication has changed—for the better. What started with 400 words, a phone call, a face-to-face conversation and a fax has been united with social networking, rich multimedia and search engine optimization.

The digital domain has created a new landscape of opportunity, making real-time engagement with your customers more possible than ever—and far more essential. It's critical to leverage new digital and social environments as well as traditional media outlets to maximize your overall impact and influence.

Planning has changed. Success metrics have changed. And your to-do list now has a host of online tasks.

But how do you do this? How do you integrate both the old and the new to reach and engage all of your audiences—wherever they are and whether or not they consider themselves social? We will guide you through this exciting environment and

help you reinvent your role as an audience engagement professional, using what we call the Audience Engagement Cycle, a constantly evolving, often simultaneous process for creating advocates for your brands. Through the six steps detailed below, you can efficiently determine your targets, create relevant content, share it, build relationships and analyze your success. Marketwire provides you with the tools to make it simple. All you need to do is make it real.





LISTEN

The best conversations begin with listening.

Don't just create online content and send it into the ether. Start by examining what your audiences are saying. It will help you plan better and execute more strategically. Ultimately, you'll build more brand affinity if you know what your audiences gravitate toward.

Marketwire helps you monitor the tone of online conversations, identify influencers and key in on industry topics before they reach critical mass, so you can craft a relevant strategy that resonates with your target audience. Our intuitive solutions also allow you to monitor what's being said and who's doing the talking, and even help you determine whether the tone is positive, negative, or neutral so you know how to respond.



Sysomos MAP:

Media Analysis Platform

MAP tracks billions of social media conversations and provides insights about your brand, industry and competition in easy-to-understand reports and graphs.

Sysomos Heartbeat: Social

Media Monitoring Dashboard

With Heartbeat, you can easily drill down into individual conversations, review demographics, measure the favorability of conversations and keep tabs on the competition.

News Dashboard 2.0

Marketwire's News Dashboard 2.0 is ideal for the busy professional who needs quick, comprehensive access to news release performance. Identify important news outlets and view data on trends, popular keywords, and what is being said about your message.

RSS Newsfeeds

Stay in the know on the competitors, topics, industries or companies that interest you—receive breaking news via RSS feed directly from Marketwire.

Webcasts and Conference Calls

Keep the lines of communication open with key clients and constituents using rich-media webcasting and conference calling.



PLAN

Zero in on your goals, targets and messages.

The biggest successes start with the most insightful, strategic and efficient plans—plans that analyze the current environment and make full use of the opportunities available.

Gain insights, facts and the big picture you need to build highly successful, highly strategic plans. Based on conversations you monitor, sentiment and favorability rankings, and the needs of your audiences and key influencers, you can identify the right information channels for the content you want to share.



Sysomos MAP:

Media Analysis Platform

With the insights you glean from MAP, you can effectively plan your strategy around the buzz in the industry and target the right opinion leaders and influencers online.

Sysomos Heartbeat: Social

Media Monitoring Dashboard

Heartbeat's user-friendly, customizable dashboard gives you an up-to-the-minute snapshot of online activity, pinpoints key influencers and highlights your most active keywords to help you plan effectively.

Mediahub:

Media Management

This intuitive tool helps you target the right media recipients to pitch, so your news has a better chance of making an impact.

Global and Targeted Distribution

Marketwire will put your news in front of key online and offline media outlets, social sites, and independent bloggers and influencers that are most relevant to your stakeholders. Are your audiences global, regional

or local? Reading trade publications or surfing social networking sites? Or perhaps you have your own custom contacts. We'll help you determine where to distribute your news for maximum reach.

SEO and Keyword Analyzer

Estimate how well your news will rank with search engines and identify the phrases and keywords that will help your news and content rise to the top every time.



CREATE

Turn your content into user experiences.

Relevant content is more than just a few tweets or a standard press release. The new communications landscape demands rich, engaging content with images, video and copy optimized for search.

Marketwire delivers the tools to integrate relevant keywords, videos and photos, as well as social media-sharing features. Look to us for language translation and keyword optimization to streamline the flow and ensure the accuracy of your communications.



Press Releases

From simple media advisories to multimedia-rich content, Marketwire makes it easy to incorporate photos, graphics and video, add keywords and social media tags, and embed web links in your releases.

Social Media 2.0 Release

Feed online conversations. Social Media 2.0 Releases let you develop multimedia-rich, shareable content, complete with embedded links, social-sharing options, in-release RSS feeds and more.

In addition, you can distribute your news to offline media and even meet financial disclosure in the US or North America.

SEO and Keyword Analyzer

Easily examine keyword density, use of links, multimedia elements and strength of headlines and subheads using the Analyzer, and get recommendations for boosting the performance of your content.

Embedded Photos and Video

Marketwire makes it simple to include video tours and demos, graphics, photos, animations and even audio tracks in your news.

Language Translation

Arabic, Czech, Dutch, German, French, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Slovak, Slovenian, Spanish, and many more translation options are available.



SHARE

Reach the audiences that matter to you.

Keep the lines of communication open with an expansive network that reaches your audience wherever they are—using traditional and new media channels. Because content isn't relevant when it misses the mark.

Marketwire's intuitive system and comprehensive databases distribute your content to the right geographic, trade and specialty news channels, as well as social media outlets, bloggers and other online destinations. And count on us for precise, timely regulatory filing.



Geographic Distribution

Target by region, nation or city, and overlay popular industry segments. Many international packages include translation into the local language.

Trade Media

Extend your vertical reach with distribution to trade circuits covering more than 140 segments.

Specialty Media

Distribute to industry hot spots as well as Asian-American, African-American, GLBT, collegiate and other specialized audiences.

Custom Lists

Build your own schedule from our exhaustive network of specialty, trade or geographic media.

Social Media 2.0 Release

Reach thousands of websites and share your news with bloggers, influencers and social networking sites.

Mediahub: Media Database

Tap into our database of hundreds of thousands of media contacts and editorial opportunities throughout Latin and North America, Europe, UK and Asia.

Regulatory Filing

Marketwire is fully recognized by the Securities and Exchange Commission (SEC), the Toronto Stock Exchange (TSX), and the UK's Financial Services Authority (FSA). Let us assist with your EDGAR, SEDAR, and UK regulatory filing, as well as XBRL conversion.

EasySuite 2.0 Workflow Solutions

Drive conversations and create your own content destination while automating even the most demanding agenda of day-to-day tasks. Marketwire organizes your releases, videos, files and photos. Set schedules to auto-publish, create custom automatic distribution lists and more.



ENGAGE

Communicate. Participate. Fascinate.

Here's where it gets interesting: 21st century audiences are looking for meaningful relationships that are built on more than just content. So how do you start, maintain and foster those relationships?

Marketwire's tools make it easy to spark conversations and share in discussions on the fly, so you don't miss an opportunity to engage and persuade. Complete the experience with a custom newsroom for audiences who want to know more.



Social Media 2.0 Release

All Marketwire Social Media 2.0 Releases are engineered to maximize social networking opportunities. You can put bloggers, citizen journalists

and your customers to work sharing your news with others, and reach the millions of people who gather and interact online.

Sysomos Heartbeat: Social Media Monitoring Dashboard

With Heartbeat, you can easily drill down into individual conversations and respond on the fly.

Sysomos MAP: Media Analysis Platform

Quickly pinpoint the people leading conversations and shaping opinion, so you can engage them and build relationships.

Webcasts and Conference Calls

Make multi-site meetings or presentations live, with video and audio conference calls and webcasts that give your investors, prospects or teams a richer, more motivating experience.

EasySuite 2.0 Workflow Solutions

Create your own content destination for releases, videos, photos and more. Become a publisher of relevant, shareable content and market-moving news, and engage audiences in meaningful conversations right on your site.



ANALYZE

Leave no question unanswered.

Do you know what success looks like? It's not just pick-ups in a newspaper or trade publication. It's a holistic, gradual process of meeting your benchmarks. With new communications channels come new metrics. But what are they?

Marketwire helps you measure the returns on your effort and investment with intuitive, multidimensional tools and reports that illustrate your campaigns' impact. Now you can account for the success of your traditional campaign, social media initiative, and everything in between.



Sysomos MAP: Media Analysis Platform

Enjoy unlimited queries as you gain insights from our detailed, spam-free database, and track the effectiveness of your campaigns over time.

Sysomos Heartbeat: Social Media Monitoring Dashboard

With Heartbeat, you can easily drill down into individual conversations, review demographics, measure the favorability of conversations and measure share of voice against your competition.

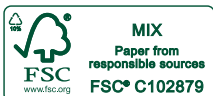
News Dashboard 2.0 Monitoring


From its at-a-glance summary that gives you a heads-up on all the important metrics to the ability to focus on key details about reach, access, social engagement and visibility, News Dashboard 2.0 provides all the information you need to maximize the ROI on your news distribution.

Start engaging with your target audiences like never before.
Visit www.marketwire.com or call us today.



Marketwire.com | 1.800.774.9473 (US) | 1.888.299.0338 (Canada) | +44.20.7220.4500 (UK)



- 
Blog.Marketwire.com
- 
Facebook.com/Marketwire
- 
Twitter.com/Marketwire
- 
Linkedin.com/company/marketwire
- 
Youtube.com/MarketwireNewsVideo/