

BLASTmedia

PR services developed to fit the needs of your B2B SaaS brand.



Media Relations

- National, vertical and trade media coverage — print, broadcast and online
- Podcast interviews
- Announcements — product, leadership, growth, customer
- Newsjacking / reactive opportunities
- Customer stories
- Company features
- Software product reviews
- HARO response management



Thought Leadership

- Contributed content / bylined article placements
- Media interviews
- Executive storymining
- Speaking and award program management
- Analyst program management
- Client data and owned-asset campaigns — eBooks, whitepapers, reports
- Media training
- Category predictions



Content Creation

- Press releases
- Bylined articles / executive ghostwriting for contributed content opportunities
- Media Q&As
- Blog content support
- Social media content support
- Award submissions
- Speaking abstracts



Measurement

- Share of Voice against competitors
- Google Analytics reporting — new users, referral traffic, sessions, goal completions
- Quality of coverage — Domain Authority, backlinks
- Keyword usage for SEO value
- Real-time PR dashboard for transparency
- Comprehensive quarterly reports

Learn more at BLASTmedia.com/pr-services