

InBoundMarketingPR Addresses use of Press Releases for Inbound Marketing

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InBoundMarketingPR announces upcoming white paper of press release optimization and free resources for companies looking to build their website's authority.

Online PR News – 05-March-2010 InBoundMarketingPR announced today that the White Paper, 'How to Significantly Improve Press Release Distribution and Syndication' will be posted to their website as a free resource next week. This white paper is intended for both publicly traded companies as well as privately owned companies, investor relations firms and public relations firms. In the meantime, this week, InBoundMarketingPR has posted several [inbound marketing related blogs](#) including information on press releases, white papers and inbound marketing methodology.

"Development of the white paper on press releases as well as the blogs are resources for companies that are looking to build the authority of their websites," said Tom Allinder, President of InBoundMarketingPR. "The press release is so much more than just a vehicle to inform readers. The press release, when developed properly and when combined with a good, inbound marketing website is a powerful tool for building businesses without shelling out thousands of dollars in useless advertising," Allinder concluded.

InBoundMarketingPR is an [Inbound Marketing Public Relations Company](#) that specializes in brand building activities such as search engine optimization, search engine marketing, website design and redesign, social media and content development and marketing. InBoundMarketingPR's niche is publicly traded companies but serves businesses of all types and sizes.

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