

## Product Description

Do you write or distribute press releases? Are you interested in incorporating the social media press release into your public relations efforts?

NewsCactus allows business communicators to manage online newsrooms. Through an administrative Web page, you login to self-publish news and information on the Internet — which in turn yields top search placement for companies, brands, products and services.

Developed in today's Web 2.0 environment, specifically for public relations and marketing professionals, NewsCactus incorporates RSS and social media links along with the many features outlined below. It's available by monthly subscription for \$99 without start-up fees or long-term commitments.

Features:

- Home Page
  - Includes welcome message, news highlights, latest news releases, key media contacts and a photo-with-caption module
  - Menu items, which can be changed in the admin area, include: Home, Overview, News Releases, Multimedia, In the News, Press Kits, Key Contacts, Important Links, and Search
- News Releases
  - Uploading of announcements, setting of status as published or scheduled for future release
  - Assign unique keywords, description and key contacts, important links and a photo with caption to each news release
  - RSS feed (for news readers or email delivery) and social media links
  - Print or e-mail from within the newsroom
  - Associate multimedia (images, audio or video)
- In the News
  - What the media have written about you, your company, organization, products or services
  - Link to articles in PDF or HTML formats
- News Highlights
  - Tell your story in more detail than can be included in a news release
  - Include photos and additional links
  - Incorporate as many news highlights on the home page as you'd like
- Company Overview
  - Provide a description of your organization and complete media contact information
  - As part of the newsroom installation, we'll help you add your branded header and footer to customize the layout, including colors
- Press Kits
  - Include PDF press kits — as many as you'd like
- Multimedia
  - Upload and organize your image, graphic and video files, PDFs, etc.
  - Associate these items with specific news releases
- Photo-with-Caption Module
  - Add a unique photo and caption to each page for added interest and information
- E-mail Sign-Up Module
  - Collect e-mail addresses for distribution of newsletters, announcements or other electronic communication

Contact us at [NewsCactus.com](http://NewsCactus.com), 801.448.7383 or [info@newscactus.com](mailto:info@newscactus.com), to start your subscription today.

