

Google Maps Business Views Press Release Questionnaire

Step 2 of 2 - We will need an outline of information to help construct your Press Release. By answering these questions, we can create the most newsworthy, attention-getting article possible. Your answer must be formatted as a complete sentence and communicated in a way that we ourselves can understand what your company is about and what your article is trying to accomplish. NOTE: The body of content will revolve around the news of your recently published business photo tour, but want to give our clients an opportunity to add specifics about their business to promote their products/services and brand awareness.

100%

Who should this press release be targeting demographically? *

What problem(s) does your business solve for people? *

Is there a time element involved, other than your new Google Tour? Is there an event or deadline that readers should be aware of? *

Why would this press release be newsworthy and why would your prospects/readers care? *

Is there any relevance to a current event or trending news topic? (The Google Tours is already newsworthy. However, you may have an event or promotion you want to include in your PR)

Is there any geographic relevance to this news outside of your local area? Worldwide? USA? State? City? *

How would interested parties contact you and how would you like to be contacted? *

This can be an email, a link to a landing page, phone, combination, etc.

IMPORTANT: If we asked you a question about your Google Photo tours, what would you want us to quote you as saying? *

ie... When asked about their new Google Maps Business View tour, here is what Mr./Mrs./Ms Business Owner had to say, "YOUR QUOTE WILL GO HERE. IF YOU AREN'T SURE WHAT TO SAY YET, THAT'S OKAY, JUST DO YOUR BEST. WE CAN HELP YOU REFINE THIS LATER"
