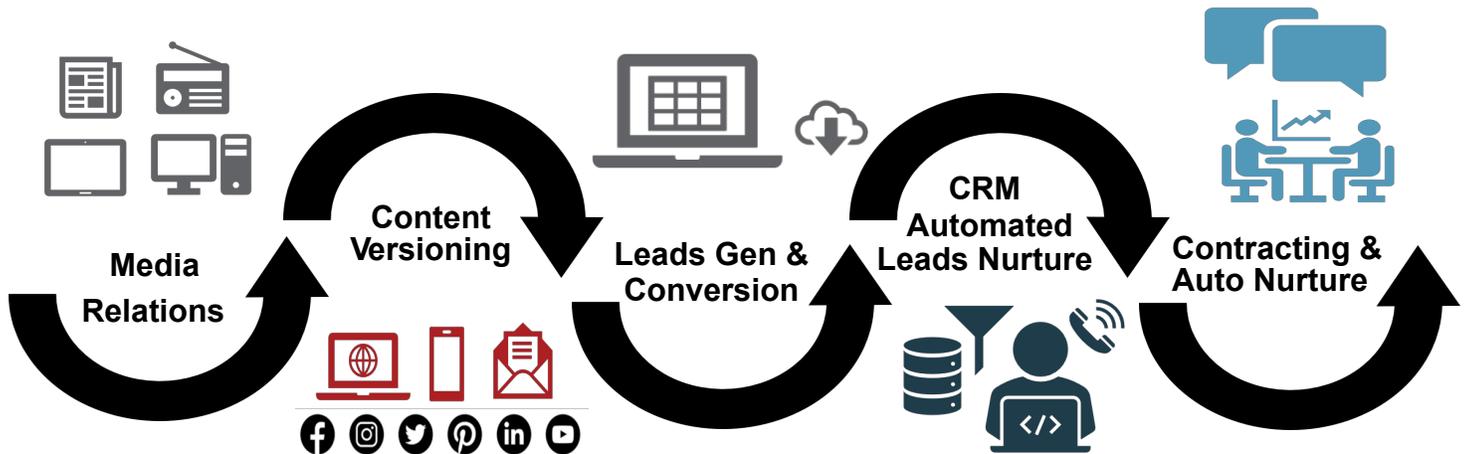


# NewsPower<sup>SM</sup> Earned Content Marketing

Available only from Bell PR & Marketing, NewsPower Earned Content Marketing is a turbo-charged approach to PR that delivers the *uber low cost* of free publicity with the ROI of marketing, helping you convert leads into residents and job seekers into team members.



**Where regular PR leaves off, we're just getting started.** We combine the credibility and high-impact of media coverage with the power of content marketing by extending and adapting that credible messaging across all your content digital channels such as web, social, blogs, and even direct mail. That way, you can connect with far more folks than just the ones who saw the original news story--and for much longer!

Topical news stories, and the relevant content we version from it, attracts viewers and directs them to a special landing page to find out more. We include a response form to harvest these converted and highly-qualified leads into prospects. These prospects can be uploaded into your CRM system to give your sales staff immediate access so they can advance to sale. You can opt for automated leads nurture, as well.

Once your prospective residents or staff members are at the table, you can share copies of positive news coverage as a highly credible sales asset to go along with your collateral. When the interview or tour is over, you can begin a follow-up email program to either thank them for their decision, or give them kind reminders of the reasons why they need to seal the deal with you!

***Connect with us today to learn how our NewsPower program can accelerate your census and staffing!***



[www.bellpr.org](http://www.bellpr.org)



(469) 763-2197



[bpemberton@bellpr.org](mailto:bpemberton@bellpr.org)

