

Consider Submitting a Press Release with the Adodo Advantage Every Time You...

1. Launch a new product or service
2. Rewrite or create your company's mission statement
3. **Donate** to charity
4. Write a helpful blog post with free tips
5. Join a social network with scheduled content releases and ask for followers
6. Release an **E-book**, report or white paper
7. Piggyback on a recent news story by announcing related expert information
8. Serve your 10,000th (or X#) customer
9. Discover any **impressive milestone** while analyzing company records
10. Run a webinar
11. Run a local in-person workshop
12. Share a particularly exciting **customer testimonial** in the form of an inspiring news story
13. Create a "Day" for your industry (i.e. National Pizza Day)
14. Sponsor a **local event**
15. Warn against a negative trend you see in your industry
16. Celebrate a positive trend you see in your industry
17. Appear on TV, radio or another platform
18. Run a **holiday sale**
19. Run a sale or giveaway related to an outrageous, trending news story
20. Create a helpful IFTTT.com recipe for your customers or industry

21. Disprove a myth related to your business with absolute authority
22. **Hold a contest**
23. Implement a popular new business concept (i.e. six sigma)
24. Implement a new technology or piece of machinery
25. Start sourcing materials or employees exclusively within your country
26. Win a major **new client**
27. Join a new association or club
28. Earn a **new certification**
29. Host a celebrity event, book signing, etc.
30. Lower your prices
31. Celebrate the anniversary of your company's founding
32. Book a **speaking engagement**
33. Create a Meetup.com group
34. Start a podcast
35. Create a YouTube channel
36. Run a small study and explain its consequences
37. Put together a Lunch n' Learn event
38. Create a **scholarship**
39. Convince a notable affiliate to promote your product
40. Create an industry-wide award ceremony
41. Give an employee a creative award
42. Give a **customer of the month award**
43. Interview your competition about a common issue
44. Form your own **industry association** with competitors
45. Celebrate the promotion of an employee
46. Poll your customers and announce the results
47. Develop a creative new use for your product
48. **Volunteer with employees** for a local cause
49. Tally how much your company gave back to the community this year
50. Celebrate a longstanding employee on their anniversary of X# years

51. Debunk a particularly false social media article related to your industry
52. **Trademark a new process** or system in grand fashion
53. Change how your business operates due to a new scientific breakthrough
54. Invite colleagues to an open debate
55. Enhance an existing product
56. Tell the unique and emotional reason that you started your business
57. Host a **customer appreciation day**
58. Appoint someone to your board of directors
59. Earn an "A" rating from the BBB
60. Exhibit with a booth at a **trade show**
61. Do an open house tour of your office, factory etc
62. Offer an **internship** opportunity
63. Create a plan to **go "green"**
64. Take a stand on a newsworthy topic
65. Publicly challenge someone to something
66. Celebrate the retirement of a respected employee
67. Protest local anti-business legislation
68. Provide **free consultations** (generate leads)
69. Provide an annual reminder (e.g. get a flu shot)
70. Attend a major conference or expo and report your view on something interesting
71. Launch an **affiliate program**
72. Promote that you've become an affiliate for another business' new product launch
73. Start a **customer referral program**
74. Start a **rewards program** for loyal customers
75. List your product on a new sales channel, such as Amazon.com
76. Book a guest speaker for a live event
77. Pull a creative **publicity stunt** in your town
78. Start a petition
79. Create an entertaining viral video

80. Open a new office or warehouse
81. Celebrate an employee winning a leadership position or award in your community
82. **Re-brand a product** in some way
83. Develop a proprietary algorithm or method of solving a problem
84. Lock in an exclusive or **unique vendor arrangement**
85. Hire a new employee
86. Win a big **sales contract**
87. Get an **article published** in a prestigious publication
88. Announce your availability for certain work, such as consulting or giving speeches
89. Launch a new website
90. Acquire or merge with a different company
91. Raise capital
92. Meet an **internal goal** set within the company
93. Write a new sales letter and announce its publication
94. Expand your customer service hours
95. Improve **employee benefits**
96. Run a large **space ad** in a notable publication
97. Start a monthly client **newsletter**
98. Mail a seasonal product catalog
99. Run a 3-day "**flash sale**" on a hot item
100. Buy local radio ads
101. Rent a newsworthy **billboard** in a highly visible place
102. Get a vanity phone number
103. Announce a "cross promotion" with a related business (i.e. gym offers marketing flyers for free local chiropractic consultations)
104. Add a new **bonus item** that comes with your core product
105. Offer a student or senior citizen discount
106. Start accepting **Bitcoin** payments
107. Scan Techcrunch.com, the business section of your local paper and other news sources for your own ideas!