

# 9 reputation accessories your PR content marketing needs now

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Read why a [Biz Press Office Newsroom](#) is the must-have PR accessory for custodians of company publicity and reputation to be seen on the most credible and [professional business communication](#) site in Africa.

**A Biz Press Office has it all:**

**1. The Bubbly** - *Put your fizz on Biz.* For any occasion or celebration where appreciation by discerning business audiences is required, we serve up your best content chilled and sparkling among daily top stories, via your Press Office on Bizcommunity.



**2. Investment Dressing** - When you want to make a good impression (or a few thousand), dressing your content for success is *de rigueur*. In tough times, savvy marketing must include belt tightening with no 'wastage'. A well-turned out Newsroom on SA's most credible B2B news site doesn't have to cost a lot to look expensive and delivers timeless ROI on your content investment.



**3. The Signature Scent** - When your signature communications are amplified via 490,000 pan-African and global business-to-business readers and 5,9 million Biz monthly newsletters, you'll be the new ambassador of ambience.



**4. The Content Capsule Wardrobe** - Ensure your content the A-list treatment with a Newsroom on Bizcommunity, where your company's news, ethos and style are ready-to-read among 19 global and pan-African business audiences.



**5. The Statement Shoe** - Sneaker up on the competition, where your knack for turning industry news into sexy brand stories is sure to kick any content marketing strategy up a gear. The last quarter of the year is no time to be slowing down, so publish for the win before year-end, to claim a sporting advantage.





**6. The Makeover** - Biz Press Offices give your content covetable front-cover looks. Show off your profiles and features and to highlight your best (news) angles 24/7. It's the new self care for company reputation and content marketing management. Work it!



**7. The Ride** - Nothing says Grand PR than the right formula. When you need to drive traffic or arrive in style, publishing via a Biz Press Office offers pole position on the business-to-business circuit.



**8. The Bling** - When it comes to content, there's no such thing as too much bling. Layer like a player, with the accessories of glitz such as banners, invitations, announcements, VIP sponsorships and more, for a luxe 360° presence. Take the credit when you crown your efforts with glittering campaign stats impression reports.

**9. 'The Statement' Bag** - The one holdall to rule them all, that PR professionals swear by to differentiate the *influencers* from the *unfluencers*. When you need your status statements to be completely sorted, the Biz Press Office Newsroom has proved itself a timeless investment in corporate communications and reputations!



We believe the content marketing you've worked so hard to achieve deserves due respect and attention and, of course, great value!

Shop our [rate card](#) now for Biz Press Office specials or email [sales@bizcommunity.com](mailto:sales@bizcommunity.com) to chat your content strat. on SA's indispensable business-business news platforms.

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" **Tick all the X's with Biz Content Feature Sponsorship** 26 Apr 2024

" **Biz Most Read Award winners March 2024** 2 Apr 2024

" **Biz Most Read Award winners February 2024** 1 Mar 2024

" **Share in the sharing economy on Biz** 28 Feb 2024

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