

Results Driven Marketing® Shares Insights on How Press Releases Build Brand Visibility

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[Results Driven Marketing®](#) is sharing insights into a question many business owners are asking as digital

competition continues to grow: How do press releases help with brand visibility? As search behavior evolves and AI-powered platforms become more influential in how information is discovered, press releases remain a valuable tool for increasing online visibility, strengthening credibility, and supporting long-term business growth.



[Results Driven Marketing®](#)

Your **GOOGLE** Girls & Guys

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Many business owners come to us after spending significant time and money on marketing without having a clear understanding of what they are receiving in return.”

*Janeene Bannan, Owner of
Results Driven Marketing*

For many business owners, the question is not simply how to gain visibility. The real question is how to gain visibility that leads to qualified leads, phone calls, appointments, and revenue.

Many local business owners have experienced the frustration of investing in marketing without seeing clear results. Some have spent thousands of dollars with agencies that delivered reports filled with impressions, clicks, and technical terminology but could not clearly explain how marketing efforts translated into new

customers. Others have attempted to manage SEO, content creation, websites, and online advertising themselves, only to discover how time-consuming and complex digital marketing can become while trying to run a successful business.

Why Brand Visibility Matters More Than Ever

Consumers have more choices than ever before. Before contacting a company, many people research businesses online, read reviews, explore websites, compare competitors, and look for signs of trustworthiness and expertise. Businesses that consistently appear in search results and authoritative online sources often gain an advantage over competitors with limited visibility.

Brand visibility is not simply about being seen. It is about being discovered by the right audience at the right time while building trust and credibility throughout the customer journey. Without

strong visibility, even exceptional businesses can struggle to attract new customers and compete effectively in today's marketplace.

How Do Press Releases Help With Brand Visibility?

Press releases help with brand visibility by distributing business news, expertise, achievements, and announcements across online channels that can be indexed by search engines and referenced by AI-powered search tools. This expanded exposure can help businesses increase awareness, strengthen credibility, drive website traffic, generate qualified leads, and create additional opportunities for potential customers to discover and contact them.

When incorporated into a comprehensive digital marketing strategy, press releases can contribute to stronger search visibility, increased website engagement, higher phone call volume, more qualified inquiries, and measurable business growth over time.

Turning Visibility Into Measurable Results

Drawing on more than [13 years of experience](#) helping local businesses improve visibility and generate qualified leads, Results Driven Marketing understands that business owners care about more than rankings and traffic. They want to know whether their marketing investment is producing meaningful results.

The company regularly works with business owners who arrive frustrated after disappointing experiences with previous marketing providers. Some have been promised results that never materialized. Others have struggled to understand complicated reports that failed to answer a simple question: "Is my marketing actually working?"

Results Driven Marketing takes a different approach by focusing on transparency, communication, customer service, and measurable performance. Rather than treating press releases as a standalone tactic, the company integrates them into broader SEO, PPC, web design, content marketing, and reputation management strategies designed to support long-term growth.

One of the ways Results Driven Marketing helps clients better understand ROI is through its proprietary AI-powered call analysis technology, Margo.

Imagine a business investing in SEO, paid advertising, content marketing, and press releases. Website traffic begins to increase, but traffic alone does not explain what prospective customers are asking when they call. Margo helps bridge that gap by listening to inbound calls and identifying common questions, services requested, customer concerns, and lead opportunities.

Unlike many marketing platforms that rely entirely on automation, Results Driven Marketing combines AI insights with human expertise. Team members review call data alongside Margo's

findings to provide an additional layer of analysis and strategic guidance. This combination helps clients understand lead quality, customer intent, and which marketing efforts are contributing to meaningful business opportunities.

Building Trust Through Visibility and Service

Business owners do not need more confusing reports. They need clarity, accountability, and a marketing partner who is invested in their success.

Results Driven Marketing has built its reputation by going beyond traditional agency relationships. The team works closely with clients to answer questions, provide strategic recommendations, identify opportunities for improvement, and help business owners make informed marketing decisions. This hands-on approach allows clients to better understand what is working, what can be improved, and where future growth opportunities exist.

By combining visibility-building strategies with ongoing performance measurement, expert guidance, and exceptional customer service, businesses can move beyond simply being found online and begin creating stronger opportunities for customer acquisition and long-term growth.

"We believe business owners deserve more than reports filled with marketing terminology. They deserve transparency, accountability, and real insight into what is driving leads and revenue. Through our combination of proven digital marketing strategies, Margo's AI-powered call analysis, and the hands-on involvement of our team, we help clients connect marketing activity to actual customer conversations so they can make smarter business decisions and better understand their return on investment," said Janeene Bannan of Results Driven Marketing.

Business owners looking to improve brand visibility, strengthen online authority, generate more qualified leads, and gain greater insight into marketing performance are encouraged to [contact Results Driven Marketing directly](#). To learn more about the company's SEO, PPC, web design, content marketing, and press release strategies, or call (215) 393-8700 to speak with a member of the team.

Janeene High-Bannan
Results Driven Marketing®
+1 215-393-8700
accounts@rdmsc.com
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