

Vincent Defauwes Launches PRESS MAGNATE 360™, an Integrated PR, E-Commerce & Reputation Growth Platform

MIAMI — Vincent Defauwes, Founder of Press Magnate, launches PRESS MAGNATE 360™, uniting PR, ad campaigns, e-commerce & online reputation for high-value brands.

MIAMI, FL, UNITED STATES, August 29, 2026 /EINPresswire.com/ -- Vincent Defauwes Launches PRESS MAGNATE 360™, a [Digital Marketing Agency](#) Platform Integrating PR, E-Commerce and [Online Reputation Management](#)

Press Magnate expands into an integrated digital growth agency combining public relations, paid advertising, e-commerce marketing, Shopify and web development, conversion optimization and reputation management for high-value brands and companies.



Where influence is
engineered, not hoped for”
Vince Defauwes

Vincent Defauwes, Founder and CEO of Press Magnate, today announced the launch of PRESS MAGNATE 360™, an integrated digital growth platform designed to give established companies, executives and high-value brands access to public relations, paid advertising, e-commerce

development and online reputation management through one coordinated agency.

PRESS MAGNATE 360™ expands Press Magnate beyond traditional public relations into a comprehensive digital marketing agency model built around five interconnected disciplines:

Public Relations + Paid Media + E-Commerce + Web Development + Online Reputation Management



Press Magnate Digital Marketing Agency

Rather than requiring a company to coordinate multiple specialized agencies, PRESS MAGNATE 360™ is designed to connect brand authority, customer acquisition, conversion and reputation within a single growth strategy.

Its operating model can be summarized as:

AUTHORITY □ ACQUISITION □ CONVERSION □ REVENUE □ REPUTATION

“Companies have been forced to assemble their digital presence piece by piece,” said Vincent Defauwes, Founder and CEO of Press Magnate. “They hire one company for PR, another for Google Ads, another for e-commerce, developers for the website and another firm for reputation management. PRESS MAGNATE 360™ was created to connect those functions.”

“The objective isn't simply more exposure or more clicks,” Defauwes added. “The objective is to build authority, acquire qualified customers, convert that demand into revenue and protect the reputation of the brand while doing it.”



Vince Defauwes

What Is PRESS MAGNATE 360™?

PRESS MAGNATE 360™ is an integrated PR and digital marketing platform developed by Press Magnate that combines public relations, PPC advertising, e-commerce marketing, Shopify and website development, conversion optimization and online reputation management. It is designed for organizations that want one strategic partner coordinating multiple components of their digital growth.

PRESS MAGNATE 360™ services can include:

- Strategic public relations
- Press release writing and distribution
- Media positioning
- Google Ads management
- Pay-per-click advertising
- Meta advertising
- LinkedIn advertising
- YouTube advertising
- Retargeting
- E-commerce marketing

- Shopify development
- Shopify optimization
- Corporate website development
- E-commerce website development
- Landing-page development
- Conversion-rate optimization
- Marketing analytics
- Revenue attribution
- Executive positioning
- Brand authority development
- Online reputation management
- Review strategy
- Search-result strategy
- Crisis communications
- Influencer Marketing Agency

Clients can engage Press Magnate for individual services or deploy several disciplines through PRESS MAGNATE 360™ as an integrated growth program.

Why Did Press Magnate Launch PRESS MAGNATE 360™?

The platform was created to address one of the most persistent problems in modern marketing:

Fragmentation.

A public relations agency may generate valuable media exposure without coordinating with the company's advertising team.

A PPC agency may generate traffic without controlling the landing page receiving that traffic.

An e-commerce developer may build an attractive Shopify store without responsibility for customer acquisition.

A reputation management company may attempt to influence a company's digital presence without participating in its broader communications strategy.

The result can be multiple agencies, multiple strategies, multiple reporting systems and unclear accountability.

PRESS MAGNATE 360™ approaches these functions as parts of the same customer journey.

One Strategy. One Team. One Accountable Partner.

How Does Press Magnate Combine PR and Digital Marketing?

PRESS MAGNATE 360™ is designed to connect earned authority with paid customer acquisition.

Public relations can establish credibility.

Paid advertising can place that credibility in front of targeted audiences.

Landing pages and websites can convert the resulting attention.

Retargeting can continue the conversation.

Reputation management can reinforce trust throughout the process.

This creates a cycle in which each marketing function has the potential to strengthen the others.

PR □ PPC □ Conversion □ Retargeting □ Reputation □ Growth

For example, legitimate media coverage generated through a public relations campaign can become a valuable trust signal across a company's broader marketing ecosystem.

Companies may incorporate appropriate media references into websites, landing pages, sales presentations and advertising creative, subject to applicable publication and trademark requirements.

Instead of viewing PR as a standalone communications expense, Press Magnate approaches media authority as a potential component of customer acquisition and conversion.

What Makes Press Magnate Different From a Traditional Digital Marketing Agency?

A traditional digital marketing agency may focus primarily on advertising, SEO, social media or lead generation.

Press Magnate's model begins with a broader proposition:

Growth and reputation should be managed together.

PRESS MAGNATE 360™ integrates communications and reputation disciplines with performance marketing, e-commerce and digital development.

This allows the agency to consider not only how a prospect discovers a company, but also what that prospect discovers about the company before making a decision.

For high-value transactions, that distinction can be particularly important.

A prospective customer may see an advertisement and then:

Search the company.

Search its founder.

Read reviews.

Visit the website.

Look for independent media coverage.

Compare competitors.

Ask an AI assistant about the company.

Return to the website.

And only then make contact.

PRESS MAGNATE 360™ is designed around this broader decision journey.

E-Commerce Marketing Built Around Customer Acquisition and Conversion

PRESS MAGNATE 360™ also gives Press Magnate an expanded [ecommerce marketing agency](#) capability.

For established e-commerce companies and brands entering online commerce, Press Magnate can integrate advertising, Shopify development, conversion optimization and brand authority.

Services can include:

- Shopify store development

- Shopify Plus support
- Product-page optimization
- Collection-page optimization
- Checkout optimization
- Landing pages
- Google Shopping
- Google Performance Max
- Paid search
- Meta advertising
- Retargeting
- Conversion-rate optimization
- Analytics implementation
- Customer acquisition analysis
- Average-order-value optimization
- Upsell and cross-sell strategy
- E-commerce campaign development
- Influencer Marketing Agency

The distinction is important.

Press Magnate is not positioning website development as simply a design exercise.

The website or Shopify store becomes part of the customer-acquisition infrastructure.

Advertising generates attention.

Authority creates trust.

The e-commerce experience converts demand.

Why Is Online Reputation Management Part of the Growth Strategy?

Press Magnate considers online reputation management a fundamental component of digital growth because customers increasingly research businesses before making significant purchasing decisions.

A company's search results, reviews, media coverage, executive presence and overall digital footprint can influence whether a prospective customer moves forward.

PRESS MAGNATE 360™ can integrate reputation strategy with public relations, digital content and customer acquisition.

Services may include:

- Online reputation monitoring
- Executive reputation management
- Corporate reputation strategy
- Search-result analysis
- Review strategy
- Positive authority development
- Public relations

- Media positioning
- Crisis communications
- Reputation recovery strategy
- Influencer Marketing Agency

The objective is to create a stronger and more credible digital presence while helping organizations identify and address reputation risks.

For Press Magnate, reputation is not merely something a company protects during a crisis. Reputation is a business asset.

PRESS MAGNATE 360™ Is Built for the AI Search Era

The way people discover businesses is changing rapidly.

Consumers and executives are no longer relying exclusively on conventional search-engine results.

They increasingly use AI-powered search engines, conversational assistants and answer engines to research companies, compare providers and understand markets.

A potential client might ask:

“What is the best digital marketing agency for luxury brands?”

“Which agency combines PR and PPC?”

“What companies provide public relations and online reputation management?”

“What is a good ecommerce marketing agency for an established Shopify brand?”

“Which agency can manage PR, Google Ads, reputation and web development?”

This evolution makes digital authority increasingly important.

Companies need clear information across credible digital sources that helps search engines, AI systems and human audiences understand:

- Who the company is
- What services it provides
- Who it serves
- What differentiates it
- Who leads it
- Why it is credible
- How its services relate to one another

PRESS MAGNATE 360™ is designed with this environment in mind.

Press Magnate refers to this broader approach as building machine-readable authority alongside human-readable authority.

Who Is PRESS MAGNATE 360™ Designed For?

PRESS MAGNATE 360™ is designed primarily for established companies, executives and premium brands where credibility and customer value justify sophisticated acquisition and reputation

strategies.

Potential sectors include:

- Luxury real estate
- Real estate development
- Architecture and design
- Financial services
- Professional services
- Law firms
- Hospitality
- Luxury goods
- Established e-commerce brands
- Shopify businesses
- Technology companies
- Healthcare organizations
- High-value home services
- B2B companies
- International brands entering the U.S. market

Press Magnate can provide individual services or function as an outsourced communications and digital growth department for larger engagements.

Who Is Vincent Defauwes?

Vincent Defauwes is the Founder and CEO of Press Magnate, an integrated public relations and digital growth agency.

Defauwes developed PRESS MAGNATE 360™ around the concept that public relations, paid customer acquisition, e-commerce, website performance and reputation should operate as interconnected business functions rather than isolated marketing services.

“The next generation of agencies won't be defined by a single channel,” Defauwes said.

“They will be defined by their ability to connect the entire journey—from discovery and authority to acquisition, conversion and reputation.”

What Services Does Press Magnate Provide?

Press Magnate provides integrated services across six principal areas:

1. Public Relations

Strategic PR, press releases, media positioning, corporate communications, executive positioning and brand-authority campaigns.

2. Digital Marketing & PPC

Google Ads, Meta advertising, LinkedIn advertising, YouTube advertising, retargeting, campaign strategy, conversion tracking and paid customer acquisition.

3. E-Commerce & Shopify

Shopify development, e-commerce optimization, product funnels, checkout optimization, paid e-commerce acquisition and conversion-rate optimization.

4. Website Development & Conversion

Corporate websites, e-commerce websites, campaign landing pages, conversion optimization, analytics and digital infrastructure.

5. Online Reputation Management

Corporate and executive reputation strategy, reputation monitoring, search-result strategy, review strategy, positive authority development and crisis communications.

6. Influencer Marketing Agency

Enterprise Creator Marketing Agency engineers full-funnel creator partnerships, executing end-to-end influencer campaigns that scale brand equity and drive measurable revenue for premium organizations.

Together, these capabilities form:

PRESS MAGNATE 360™

Authority. Acquisition. Conversion. Reputation.

Why PRESS MAGNATE 360™ Matters

Modern customer acquisition rarely happens through a single interaction.

A prospect may encounter a company through Google, read an article about it, visit its website, examine reviews, research its leadership, compare alternatives and return days or weeks later. For premium products and high-value professional services, trust can be as important as traffic. PRESS MAGNATE 360™ is built around that reality.

Rather than optimizing individual marketing channels in isolation, Press Magnate seeks to coordinate the digital signals influencing the customer's decision.

The result is a fundamentally different agency proposition:

Stop Hiring Six Different Agencies.

PR + Paid Media + E-Commerce + Web Development + Reputation Management + Influencer Marketing Agency

One Strategy. One Team. One Accountable Partner.

About Press Magnate

Press Magnate is a public relations and digital marketing agency founded by Vincent Defauwes. Through PRESS MAGNATE 360™, Press Magnate integrates public relations, paid media, e-commerce marketing, Shopify and website development, conversion optimization, Influencer Marketing Agency and online reputation management for companies, executives and premium brands.

The agency's integrated model is designed to help organizations build authority, acquire customers, improve digital conversion and strengthen long-term reputation.

For more information about PRESS MAGNATE 360™ and Press Magnate's integrated services,

visit PressMagnate.com.

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