

Vincent Defauwes Launches PRESS MAGNATE 360™: Integrated Digital Marketing & PPC Agency for High-Growth Firms

Press Magnate combines public relations, Google Ads, paid media, web development and reputation strategy into one integrated customer-acquisition platform.

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Press Magnate Founder and CEO Vincent Defauwes today announced the expansion of Press Magnate into performance marketing with the launch of PRESS MAGNATE 360™, an integrated platform bringing public relations, paid advertising, digital

development, e-commerce, influencer marketing and online reputation management together under one strategic agency.



Press Magnate Google Ads Agency

The expansion gives Press Magnate the capabilities of a sophisticated [digital marketing agency](#), [Google Ads agency](#) and [PPC management agency](#) while retaining the public relations and brand-authority capabilities upon which the company was built.

The objective is to eliminate one of the most significant weaknesses in conventional digital marketing: Fragmentation.

“Companies routinely have one agency generating publicity, another managing Google Ads, another building their website and another responsible for reputation,” said Defauwes.

“The problem is that the customer doesn't experience those activities separately. The customer experiences one brand. PRESS MAGNATE 360™ was created to manage that complete journey.”

Beyond Clicks: Turning Advertising Into Revenue

PRESS MAGNATE 360™ approaches PPC as one component of a larger customer-acquisition

system.

The platform can integrate:

- Google Ads
- Paid search
- Performance Max
- Google Shopping
- Meta advertising
- LinkedIn advertising
- YouTube advertising
- Retargeting
- Landing-page development
- Conversion-rate optimization
- Marketing analytics
- Revenue attribution
- Public relations
- Online reputation management

Instead of measuring success exclusively through impressions and clicks, Press Magnate can connect paid advertising with the landing pages, authority signals and reputation factors that influence whether prospects become customers.

PR + PPC

One of PRESS MAGNATE 360™'s principal differentiators is the integration of public relations with paid customer acquisition.

A potential customer may discover a company through Google Ads and subsequently search the company, its executives, reviews and media coverage before making contact.

Press Magnate's integrated approach addresses that broader decision process.

Advertising generates discovery.

PR establishes authority.

Digital experiences create conversion.

Reputation reinforces trust.

Defauwes believes this represents the evolution of the traditional digital marketing agency.

"Generating traffic is relatively meaningless if the rest of the digital ecosystem cannot convert that attention into business," Defauwes said.

"PRESS MAGNATE 360™ is built around the entire commercial outcome."

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

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