Results Driven Marketing® Supports Charleston Press Release Strategy

CHARLESTON, SC, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Businesses looking for press release marketing support in Charleston, SC, have a local option in Results Driven Marketing, a Mount Pleasant-based agency that serves Charleston and the Lowcountry. The agency positions press releases as part of a broader visibility strategy that also includes SEO, online reputation, and AI visibility, helping announcements support brand authority and qualified lead generation.

> Charleston businesses need announcements that do more than go live for a day. A press release can support search visibility, reputation, and clear brand positioning."
>
> *Janeene High-Bannan, owner of Results Driven Marketing*

Where Can I Get Press Release Marketing Support In Charleston, SC?

Charleston business owners can get press release marketing support from Results Driven Marketing. The agency serves the market from nearby Mount Pleasant, SC, and approaches press releases as more than a distribution task by connecting them to search visibility, online credibility, and how businesses are surfaced in AI-driven discovery.

Press Releases Support More Than A Single Announcement

For many local companies, a press release has the most value when it supports what prospects are already doing before they make contact. People search Google, compare companies, read reviews, and increasingly ask AI tools direct questions about who to hire. A press release can contribute to that process by adding clear, credible information that reinforces a company's presence across digital channels.

Results Driven Marketing presents that work through a high-level strategy lens. Rather than treating a release as a stand-alone asset, the agency ties it to the larger signals that influence how a business is found and evaluated online. That matters to owners who want marketing tied to real business goals instead of disconnected activity that is difficult to measure.

Why Visibility And Reputation Matter Together

A strong announcement can create interest, but reputation often shapes what happens after that first impression. When a potential customer reads a release and then searches the company name, the next steps usually include looking at search results, reviews, and other public-facing brand signals.

That is where online reputation becomes part of the conversation. Results Driven Marketing highlights reputation management as a way to help businesses strengthen trust and present a more consistent digital presence. For Charleston-area companies competing in crowded local markets, that connection between announcement and credibility can influence which businesses earn the next call or inquiry.

AI VIsibility Is Changing How Businesses Are Discovered

Search behavior is shifting as more consumers use AI tools to compare providers, summarize options, and narrow decisions. In that environment, businesses need more than a website and a news release posted once. They need a digital presence that gives search engines and AI platforms consistent information to work with.

Results Driven Marketing includes AI visibility in its service mix for that reason. The agency's approach recognizes that modern discovery is no longer limited to traditional search results. Press releases can support that effort when they are written and distributed with brand clarity, relevance, and discoverability in mind. Businesses interested in learning more can review the agency's press release services for additional context.

A Local Resource For Charleston-Area Business Owners

The agency's Charleston-facing messaging centers on helping businesses improve visibility, attract the right audience, and turn online attention into real opportunities. That positioning aligns with the needs of growth-focused local owners who want clearer strategy, stronger digital credibility, and marketing support that reflects how buyers make decisions today.

Recent company news also highlighted Kelli Frederick's recognition in the Philadelphia Business Journal, adding a relevant trust signal for companies evaluating long-term marketing support. Business owners who want more information about press release marketing support in Charleston can contact the local office to learn more.

About Results Driven Marketing

Results Driven Marketing is a digital marketing agency serving Charleston, SC, and other markets from Mount Pleasant, SC. Its website highlights press release support, SEO, online reputation management, and AI visibility strategy built to help businesses improve discoverability,

credibility, and qualified lead flow.

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