

# Get a Masters in Publicity

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Originally the main function of the Press Office was as a simple conduit for company news and to distribute press releases, but since it has evolved and expanded into a hub where clients can monitor performance of their publicity and manage their recruitment advertising. It serves as an online facility for the managed distribution of news to other companies within a particular industry, a focus solely on business-to-business communications and lead generation.

The Biz Press Office is a necessity for companies if they are to get their name and brand messages out into and across the digital landscape. There are many well recognised companies today whose fledgling online efforts began with Bizcommunity. These companies grew on the new business generated from the platform that Bizcommunity offered. There is no doubt that a press office is an essential tool to manage your brand on an ongoing basis. If you are not in control of your brand and don't continuously shape the perceptions of your current and potential consumers, then your brand will slowly wither in the market.

## Press release = Stress relief

The submission of press releases has always been facilitated by emailing them to Bizcommunity to be uploaded and published in the burgeoning Marketing industry newsletter. Nowadays however clients can select one or more of our industry portals and newsletters in which to publish their news and as of recently, companies also have the ability to upload their press releases online which streamlines the press release process further.

Press Office holders on Biz are not limited to their sector and can request their posts to appear in the Bizcommunity industry portals and newsletters of their choice to reach up to 273 000 subscribers across [26 industries](#). Apart from our thriving Marketing and Media communities, press office holders can indicate Construction, Retail, Africa, Agriculture, CSI, Education, HR and more for their content. Who can afford to miss out on that?

Realise how imperative it is to be on Biz? [Join our community now!](#)

Watch this space for more on how to keep your brand's PR mobile and accessible.

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