

Who's making a big impression on Biz?

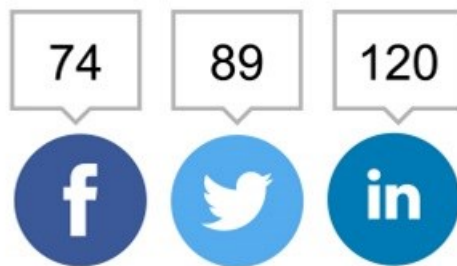
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As Bizcommunity's reputation as a premier global resource for industry news from the African continent increases, so our 600+ Press Office holders and company listings are reaping the benefits, often seeing more dramatically increased engagement for their corporate content than they might be able to generate from their own networks.



See who's making a big impression on Biz?



The benefits of being in an industry community

One such Press Office which is currently benefitting from having their corporate content seen in Bizcommunity's industry hubs and commensurate engagement is Millward Brown, whose article on South Africa's [Top 10 Best Liked Ads for 2015](#), generated 68 Facebook and 124 LinkedIn shares, and over 3000 impressions, with their exposé [Insights2020 PulseCheck](#) garnering 65 LinkedIn shares via Bizcommunity's Press Office distribution networks.

The article [Khayelitsha entrepreneur to attend Harvard](#) received 67 Facebook and 86 LinkedIn shares, and just under 1000 impressions for Biz Press Office holder False Bay College, while the May release from Dentsu Aegis Network, about a [new Group MD appointment at outdoor specialist company Posterscope](#), pulled over 160 LinkedIn shares from Biz readers.

Marketing and Media Press Office holders, FCB received over 60 shares for their content about the new [Wimpy Slam Burger](#) and the [announcement by Quirk of the appointment of a new MD](#), 199 shares and over 1000 impressions. FCB remains one of Biz's most prolific publishers for the month of May with over 1800 impressions.

The media's media

Sometimes referred to as the media's media, for the amplification it provides fellow media owners and planners, Bizcommunity's distribution platforms see the likes of [Independent Media](#) among others making full use of their Platinum Press Office, receiving over 1600 impressions in May. [East Coast Radio](#) also holds the honours of being one of the top read Press Offices in May out of the many digital, print, TV, radio, content media and marketers who publish from Press Offices on Biz.

Notable too is performance by national labelling specialists, [Pyrotec](#), weighing in as the busiest Press Office in the Retail sector which is Bizcommunity's second biggest portal with 55,000 unique readers.

Befriend a blogger

Currently in a class of its own is Bulgarian-based [Monetary Library](#), who utilises a Bizcommunity Platinum Press Office to submit anywhere between 10 and 30 releases - of general business, financial, investment, insurance, marketing, real estate and HR-related interest - per month, on behalf of their clients across multiple Biz industry portals.

With companies across the board currently needing to factor content development and social media management into their annual budgets with the hope of positive returns, inclusion in Bizcommunity's broad footprint, targeted industry audiences and share of eyeballs makes good sense. In pursuit of valuable B2B content marketing, it may be worth considering partnerships with specialist writers, bloggers and content agencies. Bizcommunity offers a bespoke press release writing service, [enquire here](#).

To open a Press Office before end July and only start paying in September or to find out about how your company can get value from Bizcommunity's promotional portfolio, contact sales@bizcommunity.com or call +27 860 812 000.

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