

comnicate

Comnicate® Integrated NewsRooms

....provide a complete solution to the challenge of producing, distributing, monitoring and analysing news, press releases and multimedia content.

- ...▶ Time saving tools
- ...▶ Awareness, analysis & control
- ...▶ Increased traffic, engagement & credibility
- ...▶ Increased productivity & profit, decreased costs

Time saving tools



Many tasks with a simple web application

With Comnicate marketing and PR professionals are supported by an online application that provides a hosted Newsroom, improves the distribution of news to key audiences and monitors online brand, competitors and industry.



Fast to set up

Comnicate's' creative team will get you going in days, not weeks with virtually no impact on your IT team. A link to you fully branded NewsRoom and the job is completed. Importantly your NewsRoom visitors will never know the NewsRoom is externally hosted.



Optimise news distribution with 1 click

Comnicate's journalist engagement and proprietary news distribution optimise the breadth of news delivery. Journalists can sign up for advanced exclusive releases and Comnicate's own distribution network is designed to extend reach.

Awareness, analysis & control



Monitor reputation, competitors and industry news

Monitor in millions of blogs and online news sources; you, your competitors and industry news. Redistribute the news securely internally to empower you staff. Save hundreds of hours every month by eliminating staff aimlessly searching for relevant online news.



Discover what is popular content

Comnicate provides great analytics to help understand what content gains traction, whether it be journalists, website visitors, internal staff or generic the NewsRoom content.



Security and consistency

Ensure only those staff with authority can authorise releases across multiple regions and times zones thereby protecting your brand consistency. Different operational companies can control their own media whilst still complying to an overall corporate structure.

Increased distribution, traffic & engagement



Twitter & social media support

As social networks come and go the hosted NewsRoom from Comnicate strives to ensure the widest distribution of news by providing timely distribution to these networks.. Examples of this are the supported interaction with Twitter and Facebook to maximise news distribution.



RSS, Vodcast & Podcast support

One of the drivers of technical distribution is the use of RSS (Really Simple Syndication), Podcast (Audio) and Vodcast (Video) technologies. Comnicate's enable fast and simple production and distribution of content via these channels is achieved.



Save thousands with inherent SEO

It is common knowledge that fresh content combined with news distribution drives search engine rankings. Comnicate's ability to simplify both these tasks inherently delivers this. The Comnicate platform enables bespoke header tags to further improves rankings.

Increased productivity & profit, decreased costs



People can do more with less

Comnicate's set of tools are designed to make staff more effective. Whether the objective to make marketing staff more efficient, reduce the demands on IT staff or simply make all staff aware of relevant online brand, competitor and industry news, the result is the same. A Comnicate NewsRoom reduces costs and increases profit.



Hosted software increases profits

Online engagement is a rapidly changing area of technology. With Comnicate your IT staff are no longer chasing technology to optimise your online engagement and support your marketing efforts. That falls to Comnicate for a fraction of the cost. No servers to purchase, upgrade and support. No data centre costs and no training and re-training IT staff. You get solutions faster and demands on IT are reduced.



Credibility, governance and risk management

Enhance your investor and customer's corporate perception with a Comnicate Newsroom. To investors the commitment of the frequent provision of news and transparency provides confidence. Central control and audit reduces risk. Lastly Comnicate online monitoring enhances reputation management.

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