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On-Demand Software for Public Relations Management

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Products &amp; Services

| PR Products &amp; Services |

## Vocus Public Relations Products and Services

Powerful, Complete PR Management Software



### Media Database

1.4 million journalists, bloggers and media outlets



### News Monitoring

Track, analyze, and report on news from over 51,000 sources



### News Distribution

Send press releases to journalists or broadcast across the Web



### Social Media

Monitor social media, measure trends, identify and engage influencers

Vocus provides advanced and easy-to-use software for public relations management.

- Access our industry-leading **media database** with more than 1.4 million journalists, bloggers, media outlets, opportunities and more
- **Track interactions:** who opened your news, who covered you, and who you influenced
- Listen, measure, and engage your brand across millions of **social media channels** - Twitter, Facebook, LinkedIn and more. Identify influencers and determine favorability for a complete picture of your brand presence
- **Monitor news** about you, your competitors and key trends
- Organize, prioritize, score, compare, and generate **coverage reports** instantly
- **Distribute press releases and pitches** directly to journalists or across the web

To learn more, schedule a demo today.

We offer a variety of editions to fit the budget and needs of every customer.

“ **In just one year, we tripled media coverage, reduced the amount of negative news, and increased the amount of impressions with the correct use of the organization's name and key messaging by 535 percent.** ”

The Humane Society of the United States



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