

# Beat the holidays before you're beat!

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SAN FRANCISCO ([RPRN](#))

10/21/13 — With thirty-odd days between Thanksgiving and Christmas, the marketing snowball gains ground and the rush to meet the holiday deadlines begins. Shop.com predicts, based on government data (including consumer confidence, consumer

credit, disposable personal income, and previous monthly retail sales releases), that holiday online sales will increase 13-15% over last holiday season ([source](#)). Shoppers will be poised to spend and retailers will be jostling to fill their inboxes with enticing offers. Afraid to get lost in the barrage of emails? Beat the rush and engage your demographic by publishing *now!*

This is the perfect time to build awareness by sending out your news, marketing your product, or profiling an upcoming event through RushPRNews. Enhance that announcement by inclusion of a YouTube video *at no extra charge*. comScore, measuring how individuals navigate the web, reported in March of this year that Americans alone viewed a record 13.2 billion video ads ([source](#)). Get your news or promotional content out there and captivate your audience!

Take advantage of the pre-holiday lull by broadcasting your message through RushPRNews' many channels. We offer quality distribution at an incredible value.

Our basic package broadcasts to outlets such as Google News, Yahoo! News, blogs, and Twitter, to name a few. Does your content need more exposure?

Upgrade to one of our targeted packages or add on a social media package that covers every major social media outlet.

We've cultivated a wide range of options that are tailored to many markets.

Head over to our [coupons](#) page, where we feature offer codes you can apply when publishing your press release.

RushPRNews is here to help you with your broadcasting needs, and we look forward to assisting you now and throughout the season.

Stay tuned for our newsletter that shares tips on successful e-commerce during the holiday frenzy!

Regards,

The RushPRNews team

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