Press Advantage Explains How Media Placements Build Trust With Prospects Before First Contact

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Las Vegas, NV - July 22, 2026 -
Press Advantage, a leading press release distribution service, today highlighted the critical role that media placements play in establishing credibility and trust with potential customers during their independent research phase, often long before any direct business contact occurs.

The Las Vegas-based company emphasizes that modern buyers conduct extensive online research before reaching out to businesses, and media placements serve as powerful trust signals during this crucial discovery period. These placements appear prominently in search results, AI-generated answers, and background research, effectively serving as a continuous presence that validates a company's expertise and authority.

According to Press Advantage, this phenomenon represents a fundamental shift in how businesses establish credibility. Media placements function as a silent salesperson, working around the clock to warm up prospects and build confidence in a brand's legitimacy. When potential customers search for information about a company or its services, finding multiple news stories and media mentions creates an impression of established authority that no amount of direct marketing can replicate.

"The modern buyer's journey has completely transformed how trust is built in business relationships," said Jeremy Noetzelman, CEO of Press Advantage. "By the time a prospect picks up the phone or fills out a contact form, they've already formed strong impressions based on what they found online. Media placements ensure those impressions are positive, authoritative, and compelling."

The company notes that this pre-qualification process through media presence significantly impacts sales effectiveness. When prospects have already encountered a company through news stories and media coverage, they arrive at the first conversation with established trust and understanding. This preliminary validation through third-party media sources often results in shorter sales cycles and higher conversion rates, as much of the credibility-building work has already been accomplished.

Press Advantage has observed that businesses with consistent media coverage experience markedly different sales interactions compared to those without such presence. Prospects who have encountered multiple media placements tend to ask more informed questions, show greater receptiveness to solutions, and move through decision-making processes with increased confidence.

The distribution service points to the evolving role of artificial intelligence in information discovery as another factor amplifying the importance of media placements. As AI systems increasingly draw from news sources to answer business queries, companies with robust media footprints gain additional visibility and credibility through these emerging channels.

"Our LinkedIn Page regularly showcases success stories from businesses that have transformed their market presence through strategic media placement," Noetzelman added. "The feedback consistently shows that prospects arrive better informed and more ready to engage in meaningful business discussions."

Press Advantage specializes in creating and distributing press releases to hundreds of prestigious news outlets including local ABC, NBC, CBS, and FOX TV stations, as well as major online platforms. The company employs US-based writing professionals and editors who work with businesses to craft newsworthy stories that resonate with both media outlets and target audiences. Founded in 2013 as part of Velluto Tech Incubator, the company has served over 16,672 businesses with its comprehensive press release distribution and media placement services.

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