



PR Trends and Predictions for 2024

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A report full of insights from nearly 300 public relations professionals. Find out what's trending, what to leave behind, where to invest, and how to overcome upcoming challenges in 2024.



Introduction



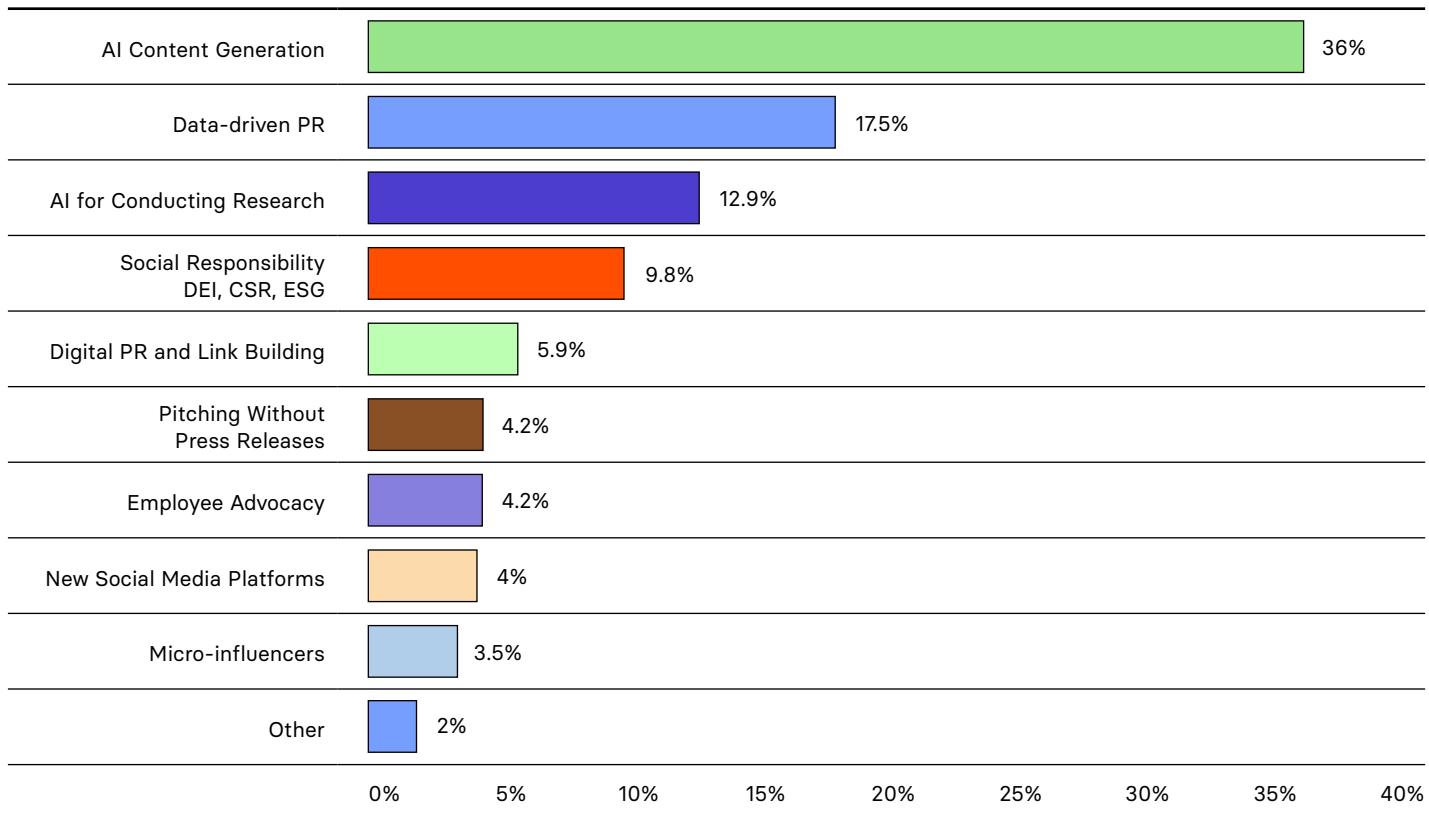
With 2024 just around the corner, public relations is yet again observing another shift in the way things are done. From AI taking over our daily workflows, to strategies needing adjustments, to budget cuts, what's happening in the world today is shaping our future for tomorrow. The classic idea of building lasting relationships is more of a given in PR rather than a trend, but as new technology emerges industry professionals are preparing themselves for different, more effective approaches as they move forward.

To understand and show what the main force behind these trends is, Prowly has conducted a survey to gain in-depth insights into what the key objectives for 2024 will be, which methods should stay in the past, and what challenges are ahead of us in the coming year.



Top PR trends in 2024

What will be the biggest PR trend in 2024?



#1

AI content generation (36%)

Probably the most obvious (and important) trend that the entire world has jumped on – using artificial intelligence to create content. It's here to stay and won't be going anywhere anytime soon. Out of all the people in the industry we've surveyed, 36% believe AI will top any PR trend coming into 2024. This marks a 17% jump from last year's PR Trends and Predictions for 2023 Report, where 19% of respondents claimed AI and technology would be the second most important trend that year.

Even if only for a moment, we've all feared it a bit. Especially with the doomsday-like theories and everyone online saying it will take away our jobs, which simply isn't true. When used effectively, AI can help in brainstorming and creating ideas for content you might have otherwise missed. While this trend is driven by its ease of use and accessibility, there's still a small learning curve in how to use it effectively so that anything generated is useful, ethical, inclusive, and personalized.



Stuart Bruce

PR Futurist and co-founder of Purposeful Relations

A lot of the buzz and excitement around AI is in using it to generate content, not just copy but also images. However, potentially a more powerful use of AI is to use it for the analysis of data and existing content.

If PR people use AI to improve their insights and understanding of issues, topics, and stakeholders, then it will enable them to create more effective content. For example, as well as collecting traditional quantitative data, a survey could also include more free-form text fields where respondents can express an opinion or share thoughts and ideas. AI can then be used to identify trends and summarise the opinions of thousands of respondents.

AI can also be used for secondary research, to upload lots of documents and analyze them to find trends, spot inconsistencies, summarize or pull out specific information, such as all the people and job titles mentioned.

Until recently, one of the best AI platforms to do this would have been Claude, but now OpenAI has improved ChatGPT so it is now also a contender. Microsoft's Copilot potentially unlocks the knowledge hidden within thousands or tens of thousands of internal company documents containing institutional knowledge and expertise.

Platforms like Prowly use AI to help with content creation and targeting, but there is an important step before that where AI can be used to gather insights.

#2

Data-driven PR (17.5%)

The importance of data and concrete numbers takes the runner-up spot in this year's report – 17.5% of respondents said data-driven PR will be the second most important trend coming into 2024. In comparison to last year's report, this topic has gained in popularity coming up from fourth place at 11%.

Why the sudden change? Well, the more we know about our audience, the better our campaigns. We also know that drafting strategies based on concrete data yields better results. Last – it helps PR specialists show off their successes with quantifiable data, especially to stakeholders who need easy-to-understand numbers and graphs to see that what you're doing has an impact.



Matias Rodsevich

CEO at PRLab

In 2024, I firmly believe that the biggest PR trend will be Data-Driven PR. Data-driven PR allows for informed decisions, tracking performance, and measuring outcomes more precisely. In an era when personalization and authenticity are paramount, leveraging data to tailor our messages to specific audience segments will be a game-changer. It enables us to build stronger connections, optimize real-time campaigns, and prove our PR efforts' tangible impact. In essence, Data-Driven PR is the future, aligning with our commitment at PRLab to deliver results that truly matter to our clients and their audiences.

#3

AI for conducting research (12.9%)

Coming up 3rd on our list, survey respondents said that they might use artificial intelligence to conduct research. Whether it's to brainstorm possible story angles or overcome writer's block, AI-powered tools have become an integral part of a PR workflow and will continue to do so in 2024 as well.

This, of course, doesn't come without its limitations and danger zones. For those who haven't been in PR for long, they will soon realize that the "copy and paste" approach is not something that will work. Rather, each piece of content written with the help of AI must be thoroughly examined by a human being, verifying whatever it generates against ethical guidelines for accuracy, transparency, and inclusivity.

Gini Dietrich

Founder of Arment Dietrich, author of *Spin Sucks*,
and creator of the PESO Model



The only way we risk PR becoming overly reliant on data and losing human intuition and creativity is if we allow it. AI is wonderful. I am a big fan. It's not going to replace us; it's already making us more efficient. But if we are lazy and we use whatever it pumps out with just one prompt with no editing or storytelling, we will for sure lose human intuition and creativity. And then all of the content on the internet will look and sound the same. Booooooring. Don't be boring. Don't be lazy. Use AI to help you cut the minutia out of your day and use your creative skills to enhance it.

#4

Social Responsibility - DEI, CSR, ESG (9.8%)

If you're not on board with diversity, equity, and inclusion (DEI), corporate social responsibility (CSR), or investing in environmental, social, and governance (ESG), then you might want to start. We're already in the era of consumers being conscientious about the ethical practices of the brands they support, the values and missions they have, and whether a particular company's work culture reflects the diversity of the broader community.

These are not entirely new trends – they have already shaped the way we strategize, work, and spend our time. Therefore, one might even theorize that social responsibility isn't a trend anymore, but has become mainstream. It has shifted from being just a moral imperative to a strategic imperative. Social responsibility campaigns help brands convey their authenticity, and as we already know, consumers can easily differentiate genuine commitment from uninteresting marketing ploys.

#5

Digital PR and link building (5.9%)

In comparison to last year's report, digital public relations and link-building dropped from 4th to 5th place when it comes to industry trends. This comes as no surprise since AI completely took over workflows and daily tasks. However, building links remains crucial as businesses continue to navigate the ever-evolving online landscape.

Online visibility for brand authority and search engine optimization (SEO) is still one of the most important elements of modern-day PR, where effectively leveraging digital strategies and building strategic links drastically increases

a brand's audience. Consumers also continue to rely on digital channels to access information and make purchasing decisions. Therefore the ability to leverage online platforms, navigate complex algorithms, and adapt to evolving trends in the digital space remains key in the PR industry.

#6

Pitching without press releases (4.2%)

A trend worth mentioning is pitching without press releases. While this marks a departure from traditional pitching methods, it's an effective approach. While emails with press releases attached are more formal and target a wider audience with bigger announcements, pitching with just a short email is all about fostering even closer relationships with journalists.

Since media outreach has become more focused as the pool of journalists and outlets continues to shrink, it's more about quality over quantity, especially when it comes to precisely targeted stories.

#7

Employee advocacy (4.2%)

Need new ways of getting awesome reach? See if you can engage the brand you work with or your coworkers in employee advocacy. We live in an era where trust and authenticity serve as the core of any campaign, and employees can serve as credible voices that can humanize any brand.

Whether it's by sharing news, achievements, or values, employee advocacy increases the reach of posts and instantly taps into networks you might not have reached otherwise. Plus, it's a known fact that engaged coworkers who feel connected to their company help create a culture of genuine, trusted communication and online chatter that can resonate with diverse audiences.

#8

New social media platforms (4%)

More platforms, more opportunities for engagement, and devoted communities. Social media channels are changing all the time, and being on top of your game when it comes to TikTok or Instagram Reels is not only a job for the marketing team anymore. It's a way for PR specialists to foster meaningful interactions, shape public opinion and perceptions, and cater to diverse audiences. By actively participating in online conversations and social media listening, it's easier to gain valuable insights into current trends, industry discussions, and any emerging issues.

#9

Micro-influencers (3.5%)

Gone are the days when influencers with millions of followers were thought of as the industry standard for successfully executing campaigns. Micro-influencers offer a set of advantages, including fostering more personal connections, making recommendations feel genuine, and oftentimes having better engagement rates than huge social media superstars.

Micro-influencers are also extraordinary when it comes to building communities within their niches, acting as trusted voices and leaders. Incorporating them into strategies allows brands to tap into these communities, and increase their organic growth and authenticity.

Top PR trends: year-to-year comparison



2023 vs 2024:

- **A decrease in CSR activities:** Possibly influenced by the global crisis and inflation, PR specialists' priorities have changed as we have observed a significant drop in CSR in comparison to last year's survey (31% then vs. 9.8% now).
- **Rising importance of data-driven PR:** Jumping from 4th place to 2nd place (13% vs. 17.5%), the entire industry is focused on leveraging data to shape effective decision-making and enhance public relations strategies.
- **Increase of AI adoption:** Coming in as no surprise, AI is a top trend for 2024 (36% vs. 19% last year), suggesting that saving time and streamlining repetitive tasks is on our radar.

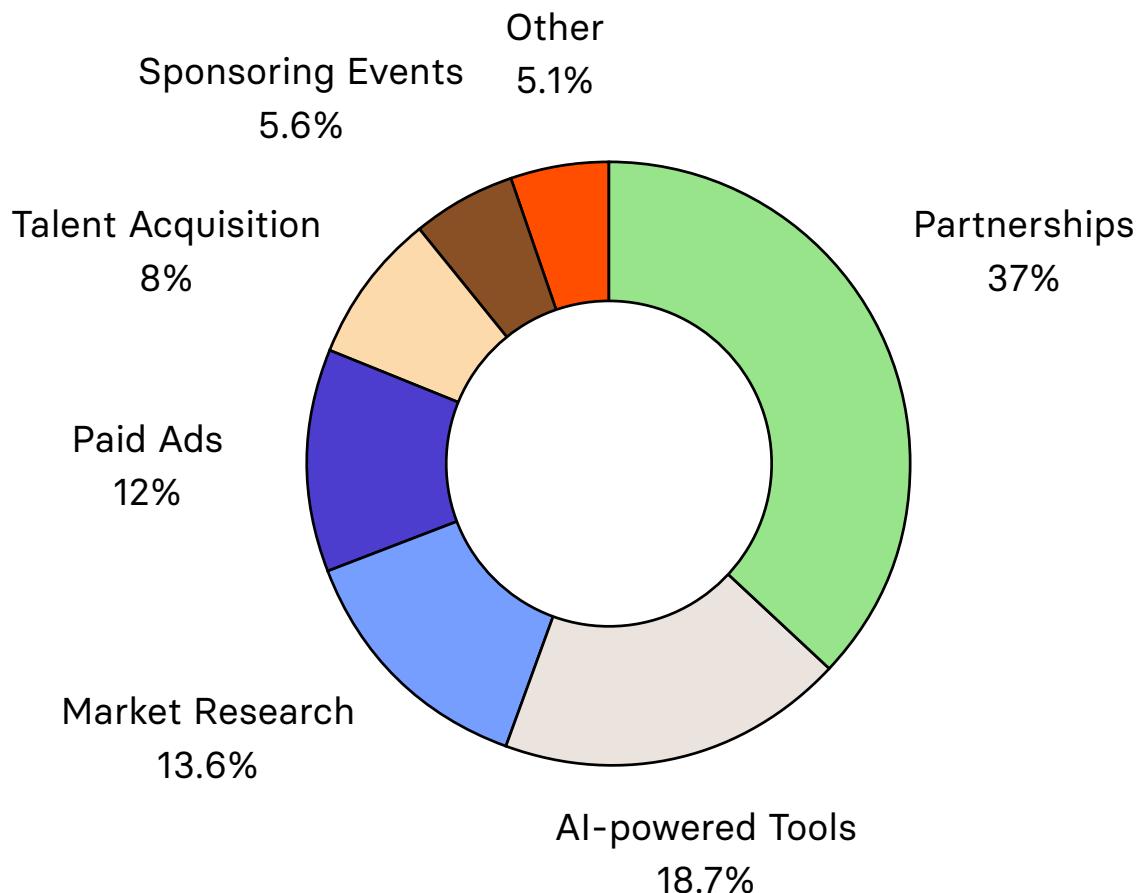
Agencies vs. Brands:

- **Data-driven PR:** Brands (28.6%) see more potential in using analytics and concrete numbers to draft PR strategies compared to agencies (21%).
- **Interest in AI-Generated Content:** In comparison to brands (23.2%), agencies (33.7%) appear to be more interested in optimizing workflows, training junior staff with AI, and reducing the need for large teams in times of tight budgets.



PR spending and budgets in 2024

Where do you plan to spend your PR budget in 2024 to get the best results?



#1

Nurturing strategic partnerships (37%)

Building relationships and fostering authentic connections is indeed a long-term game, but it's truly one that pays off. 37% of our respondents said that spending money and budgets on partnerships will be their #1 goal for 2024. This only solidifies the idea that collaborative relationships have proved themselves over and over again to be effective for any public relations campaign, expanding reach and creating engagement like no other.

Many stakeholders and clients may have trouble understanding the expenses that come with it – networking events, booths, invitations, PR packages, meet-ups, collaborative projects, travel expenses, and so on. However, when these expenses are associated with a substantial return on investment, it's a worthwhile endeavor that can provide access to new audiences and enhance brand visibility.

#2

Investing in AI-powered tools (18.7%)

While there are plenty of free AI tools available on the market, investing in AI-powered tools can help optimize various aspects of your daily workflow. Nearly 1 in 5 respondents believe that AI is a worthy investment, which doesn't come as a surprise since more and more PR tools are starting to implement artificial intelligence into their lists of features.

From drafting press releases to pitching and analyzing complex data, the adoption of artificial intelligence can improve engagement, efficiency, and effectiveness of any public relations campaign.

Since most specialists from the industry are hopping on this trend rather quickly, it's imperative to be in the know and catch up sooner rather than later. To check out everything AI has to offer at the moment for public relations professionals, head over to [Prowly's Press Release Creator or the Emails module](#).

#3

Conducting market research (13.6%)

Where else would our respondents want to allocate their budgets? Into conducting market research. This only solidifies the idea that data-driven decisions are worthwhile, with 13.6% of industry professionals saying this is where their money will be spent. The better you know your audience, the deeper connections you can make by drafting effective public relations strategies.

Tip from
an expert

Jen Benson

Founder of Jeneration PR



In navigating the landscape of increased investments in market research, seasoned PR Pros understand the balance between data-driven insights and the need for authentic and genuine communication strategies. Here are some ways that savvy PR Pros can integrate market research into their strategies while staying authentic to the brand's voice and values:

1. Start with a Strong Foundation:

Authenticity begins with a deep understanding of the brand, its values, and its unique identity. Before delving into market research data, PR Pros should have a solid grasp of the brand's core values, goals & objectives, and target customers, to ensure any research conducted will align.

2. Integrate Market Insights Thoughtfully:

While market data provides valuable insights, it should be used as a complement—rather than a sole driver—of communication strategies. PR Pros should analyze & interpret the data, identifying trends that align with the brand's values and objectives.

3. Humanize the Data:

Numbers and statistics may provide a foundation, but real stories and anecdotes resonate with audiences. PR Pros should leverage

the emotional aspects of data, and translate them into human stories to create a more authentic connection with the target audience.

4. Listen and Engage:

Authenticity in communication is a two-way street. PR professionals should actively listen to their client's audience, engage in conversations, and respond genuinely to feedback. This not only builds trust but also provides real-time insights that may not be captured by market research alone.

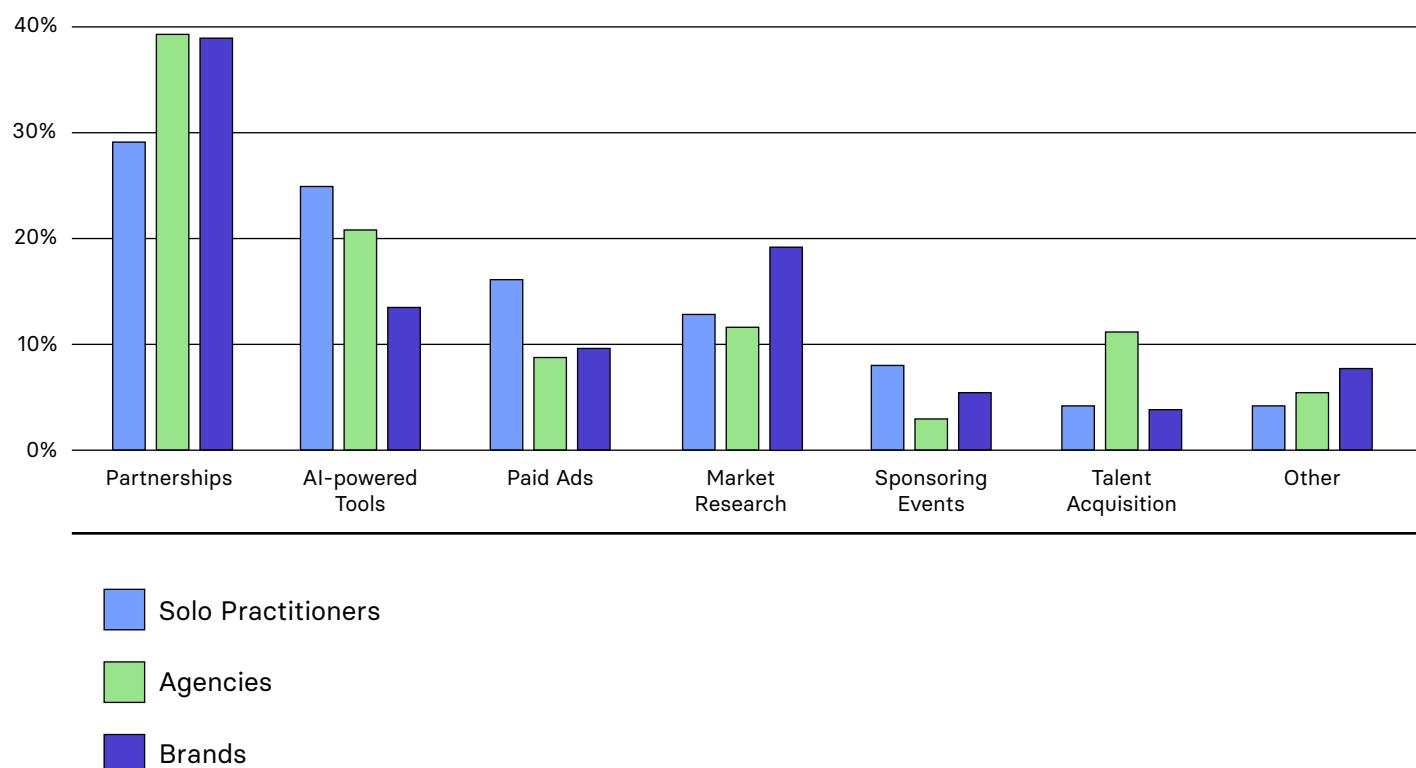
5. Be Transparent:

If there's a discrepancy between market research findings and the authentic values of the brand, PR Pros should help clients address it transparently. Honest communication about challenges or areas of improvement can go a long way to enhance credibility and maintain authenticity.

The key for PR professionals is to view market research as a valuable tool within a broader strategic framework. By combining data-driven insights with a deep understanding of the brand and a commitment to authentic communication, PR professionals can help their clients navigate the complexities of the changing media and communications landscape while staying true to the core identities, values, and goals of the brands they represent.

Budget investments in 2024

PR Budget Allocations by Company Type



PARTNERSHIPS

- Solo Practitioners: 29.1%
- PR Agencies: 39.3%
- Brands: 39.2%

Partnerships are a prominent focus for PR agencies and brands, leading to the prioritizing of collaborative efforts. Solo practitioners, on the other hand, possibly constrained by smaller budgets, appear to place less importance on partnerships.

AI-POWERED TOOLS

- Solo Practitioners: 25%
- PR Agencies: 20.20%
- Brands: 13.7%

Brands show less interest in AI-powered tools compared to the interest shown by solo practitioners and PR agencies, signaling a tech-driven strategy for operational efficiency. This is perhaps due to the fact that the adoption of AI-powered tools helps in dealing with multiple clients faster and compete with other businesses more effectively and on a larger scale.

PAID ADS

- Solo Practitioners: 16.7%
- PR Agencies: 9%
- Brands: 9.9%

Solo practitioners prioritize paid ads more significantly than PR agencies and brands, showing that different advertising strategies may compensate for their smaller scale. The latter group appears to allocate smaller percentages to paid ads, which might be because they have a separate marketing team for the purpose.

MARKET RESEARCH

- Solo Practitioners: 12.6%
- PR Agencies: 11.20%
- Brands: 19.6%

Brands prioritize market research more than solo practitioners and PR agencies, which showcases a strong commitment to understanding consumer behavior. Oftentimes, freelancers and agencies use the business intelligence provided by their clients and work on the insights and data given to them.

SPONSORING EVENTS

- Solo Practitioners: 8.4%
- PR Agencies: 3.4%
- Brands: 5.8%

Event sponsorship is less emphasized, especially by PR agencies, which suggests a shift away from traditional event marketing strategies.

TALENT ACQUISITION

- Solo Practitioners: 4.1%
- PR Agencies: 11.20%
- Brands: 4%

When it comes to brands and solo practitioners, their size doesn't change as often as it does with agencies, who often need to hire additional talents to cater to bigger clients.

OTHER INVESTMENTS

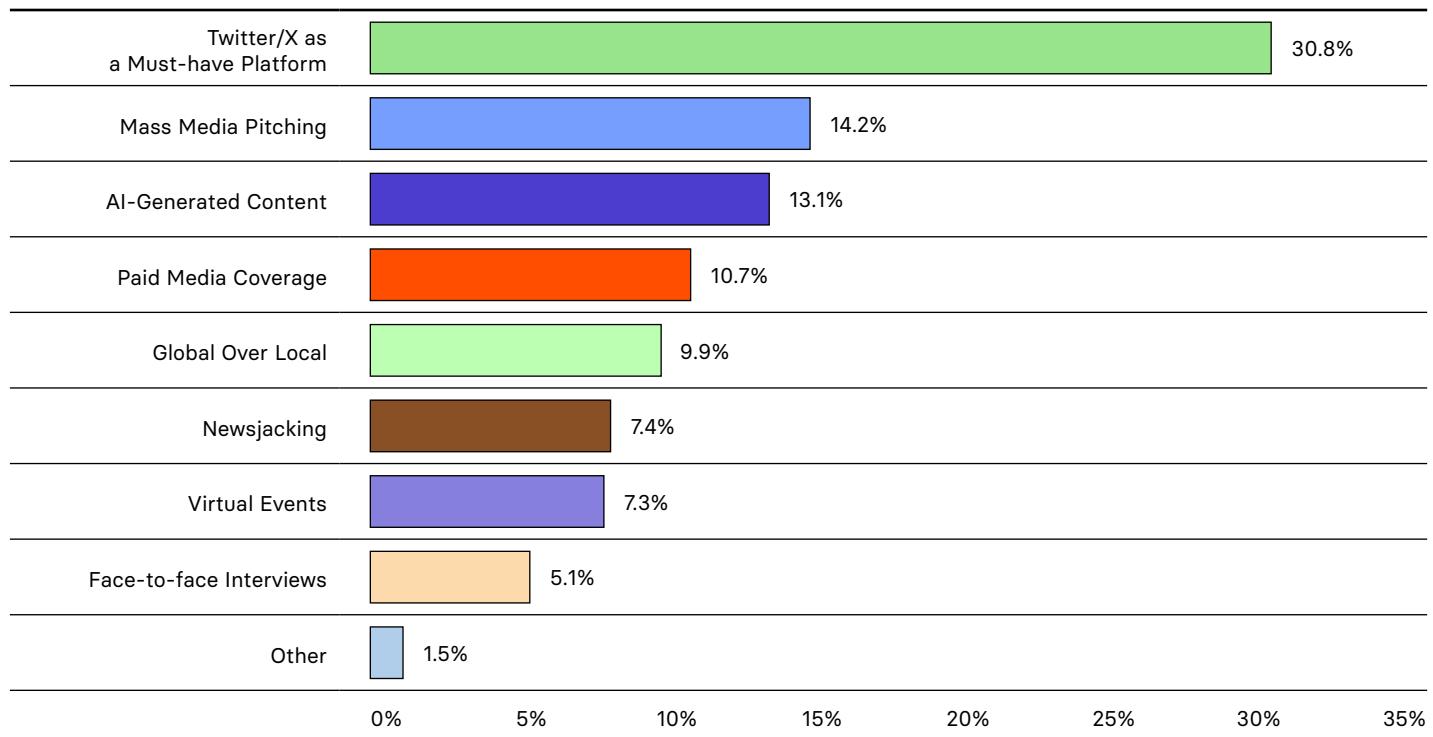
- Solo Practitioners: 4.1%
- PR Agencies: 5.7%
- Brands: 7.8%



PR trends we should leave behind in 2023

What should stay and what should go? In this segment, we'll discuss which practices might have overstayed their welcome and could use a graceful exit. From outdated strategies to approaches that no longer resonate, let's take a look at a list of PR trends that should be left behind.

Which PR trend should we leave behind in 2023?



#1

X (formerly Twitter) as a must-have platform (30.8%)

Over 30% of respondents said that using X (formerly Twitter) is no longer required. No one was able to predict this, which only shows how everchanging the media landscape truly is. A must-have in the past, it's recently become just a mere option due to all the changes made to the platform. Plus, they have been losing their most active users ever since these adjustments began.

Tip from
an expert

Tonya McKenzie

Founder of Sand & Shores



Should we delete Twitter/X from our phones and stop listing them on our websites as a contact method? That seems to be the rising sentiment.

As Twitter/X's popularity diminishes, a new favorite social media platform has yet to be established. One reason is that there will never be just one that works toward the goals of public relations professionals. Most of us use various social media channels because of their varied benefits both personally and professionally. Some channels help to elevate a message while others simply bring greater brand awareness.

While there is no new king of social media platforms right now, a few are rising to the top, vying for the big chair. Depending on your goals, you could find yourself using any of the following social channels:

LinkedIn and LinkedIn Audio: This is a great place to connect with journalists, talent coordinators for TV spots, podcasters, and other PR professionals. You can often find contact information in bios and even see how people want to be contacted to be pitched to. LinkedIn Audio is an audio-only feature within the LinkedIn professional networking platform that you can use like Twitter Spaces to host industry conversations, present

your client for interviews, share thought leadership, and network. You can schedule audio events, get RSVPs, share outside of the platform, and get real-time engagement. This is also a great platform to share company and industry updates and news. I have hosted and participated in LinkedIn Live events, published my podcast live, and used many of the features.

Instagram is a stable, consistent, and constantly evolving platform. You can share high-quality images and videos to showcase your business, your client's business, announcements, services, and hold live events. Instagram Live is a fun and engaging way to build enthusiasm and support around a brand. Instagram helps you humanize brands. I have found myself using it more to educate the public about PR and empower other PR pros with best practices and stories to enhance their lives.

TikTok is my new fix. You do have to learn how to use it right, how the algorithm works, and what makes TikTok tick. It's great for research to track what's trending, building a community around your niche, and getting instant feedback. TikTok is a short-form video platform that has become increasingly popular among younger demographics. PR professionals can use TikTok to create engaging and dynamic content. As a PR Professional, you can also sell your services and products, promote your clients, and tell stories. Storytelling... that's what we do. I share knowledge about public relations and stories of all kinds.

Threads are on the rise. It's X/Twitter without all of the bells and whistles. It is a text-based social networking app from Meta. PR professionals can use Threads to share updates about their company or brand, connect with the communities that they serve, and get feedback from customers. The benefit for us is that we get to share real-time news and updates; engage in conversations with our audience, promote any events and launches, prevent and manage any crises that may arise, and monitor industry trends and competitor activity. The best part about Threads is that it is less chaotic than Twitter, has less advertising, and is currently very easy to use. As they implement more features, the complexity will increase.

BeReal is new on the scene. I have not yet tried it but I have heard other PR professionals talk about the platform. BeReal is an authenticity-focused

social media app that encourages users to share unfiltered and unedited moments from their day. PR professionals can use BeReal to give their audience a behind-the-scenes look at their company or brand, showcase their employees' personalities, and build more authentic connections with their followers. This platform helps the public get to know, like, and trust you.

No matter what social app or platform you prefer, there are a few things that you need to do as a public relations professional to make sure that your usage leads to optimal success:

Focus on your target audience.

Create engaging and shareable content.

Be consistent.

#2

Mass media pitching (14.2%)

Journalists are already overwhelmed with irrelevant pitches in their mailboxes. Before they weed out what's newsworthy and what isn't, they've already binned most impersonal and generic emails. A targeted and more personalized approach can maximize impact and recipient engagement much better than a spray-and-pray approach.

#3

AI-generated content (13.1%)

Despite its time-saving benefits, there are many concerns about authenticity or an over-reliance on technology with AI-generated content. While drafting content with AI can help with writer's block or brainstorming, copying and pasting full paragraphs is a complete no-no. Plus, anyone who uses it needs to remember to check it for accuracy, whether it's inclusive, and ensure there's no hateful language involved.

#4

Paid media coverage (10.7%)

Coming up 4th, our respondents said that the industry should let go of paid media coverage. This comes as no surprise since it can undermine the credibility of a brand or organization, mainly because audiences are now much more knowledgeable about which content is organic and which is paid. Plus, the idea of building a community and crafting compelling narratives is better achieved through earned content, as opposed to paid.

#5

Global over local (9.9%)

While global reach is what PR dreams are made of, local communication can't be ignored. Tailoring messages to specific cultural nuances, regional interests, and smaller communities can help create deeper connections with any audience.

#6

Newsjacking (7.4%)

Capitalizing on trending news is probably something you might want to reconsider. While it can generate quick attention, your approach might seem insincere or quite disconnected from what's happening. Instead, focus on creating original and meaningful content that aligns with your brand values.

#7

Virtual events (7.3%)

There's no better way to foster lasting relationships than to meet each other in person. Yes, virtual events are here to stay, they're easier to organize and are much more affordable. However, there's nothing that can replace face-to-face conversations, engagement, and demonstrating the product you have to offer.

#8

Face-to-face interviews (5.1%)

Since virtual events made this list, it's quite interesting to find face-to-face interviews here as well. However, this isn't that much of a surprise – working out the logistics for clients in different countries and spending tight budgets on their travel expenses just isn't as efficient as setting up an online call.

PR trends to leave behind: year-to-year comparison



2023 vs 2024:

- No one could have predicted the drastic downturn of Twitter. While last year this didn't even earn mention in our survey, it now takes the top spot. This highlights the risk of depending on a single platform and the need to shift communities quickly if needed.
- Sending mass emails is still a trend that needs to go, and year after year, the PR industry hopes it will finally go away. While this approach has a bad reputation, some people seem unwilling to abandon it fully. In comparison to last year's 31%, this year only 14.2% of respondents believe the spray and pray approach should finally go.
- Although online events made their way into the list last year (16% of respondents) and this year (7.3% of answers), it appears that virtual meetings and conferences are here to stay in some form or another.

Agencies vs. Brands:

- Agencies are more sympathetic towards AI-generated content in comparison to brands (11.2% disapproval vs. 16.7%).
- In comparison to brands (10%), agencies favor global reach over local news, with 14% of respondents saying that they'd rather try to reach a wider audience.
- Agencies and brands have different approaches when it comes to paid media coverage, where brands (15%) are more against paid ads than agencies (8.4%).



The biggest challenges for
PR professionals in 2024

To holistically understand the PR Trends for 2024, we asked our respondents to let us know what they think will be the biggest challenges awaiting them in the upcoming year and we ranked them based on the number of responses we've received. While technological shifts and adapting to changes caused by artificial intelligence may be expected, current economic conditions and the rapidly changing media landscapes seem to dictate the rest.

Information overload and standing out

Managing information overload and making sure your message stands out in the highly competitive media landscape is one of the biggest challenges PR professionals will face in 2024. The digital space is saturated with content, so navigating through the noise and positioning brands strategically is the only way to maximize impact.

Dealing with this kind of volume of information requires a more refined approach to reach the intended audience through the digital clutter. Since AI is starting to shape the way content is generated, there's an added challenge of breaking through the noise of content that was created by... well, algorithms.

All of this goes beyond just creating information. It involves crafting authentic and original narratives, employing creative storytelling, while at the same time leveraging technology.



Michelle Garrett

PR Consultant at Garrett Public Relations

With the proliferation of AI-generated content, I think one of the biggest challenges for PR professionals will be to stand out in the sea of sameness that will fill reporters' inboxes. The way around this is to make sure that what you're pitching is original. Journalists KNOW when you pitch something you or your client generated using AI, so why not focus on sharing original thought leadership, research, and customer stories that help you stand out from your competitors?

Impact of AI and technology

The influence of AI and technology is one of the biggest challenges for those who work in public relations. Between keeping up to date with AI trends and leveraging AI-powered tools effectively, plus balancing all of these advancements with the "human touch" expected in PR, it's no easy task to hop on the learning curve and assimilate with AI.

Additionally, addressing the challenges regarding the ethical nature of artificial intelligence and knowing how to avoid (and respond to!) deepfake technology, or even campaigns based on misinformation, is something PR pros need to face in 2024.



John McCartney

Founder and Principal of Jmac PR

In 2024, we can expect a continued surge in adopting AI-powered tools and resources. The growing popularity of AI in the PR industry in 2023 is just the tip of the iceberg regarding its promising future. We're only scratching the surface of AI's potential. AI tools are poised to enhance various facets of PR work, including refining journalist pitches, expediting media intelligence and research, and streamlining the reporting process. While we've already witnessed the benefits of existing AI tools like ChatGPT and Grammarly, I foresee the emergence of new AI-powered features in 2024 that will be tailor-made to excel in the areas I've mentioned.

Media landscape and relationships

Traditional realms like journalism, digital media, and influencer marketing continuously transform, demanding flexibility from PR specialists and new angles on how to cultivate meaningful relationships. Shrinking newsrooms and more competition make it increasingly difficult to maintain connections with journalists. Coupled with the above-mentioned overload and industry-known tensions between public relations and journalists, keeping great contacts in your media lists is no easy task.

The media landscape is saturated with information, fake news, and clickbait. Crafting effective pitches with inventive approaches is crucial to emphasize the authenticity and relevance of the message you want to relay. In summary, it's a challenge to cultivate relationships while the modern media ecosystem

changes at the speed of light. It's not only about adapting to the changes per se, but doing so while upholding the idea of curating compelling stories, managing brand reputations, and navigating all the ethical considerations that arise in the digital age.



Jonny Taylor

Head of Marketing at Bring Digital

Getting the attention of journalists will be one of the biggest challenges for PR Pros in 2024. It's not enough to have a good subject line: now you need strong relationships, the right timing, and the patience to see results come in two, three or even four months after your first send.

Budget constraints and resource management

Layoffs happened. Budget cuts happened. The cycle repeats itself every few years or so, and if you've been in PR for a long time this isn't your first rodeo when it comes to budget constraints and resource management. Still, it's a challenge to navigate the balance between achieving impactful results and dealing with limited financial resources at the same time.

Smaller clients, smaller budgets, heightened expectations, and inflation require those who work in public relations to creatively stretch resources and accomplish more with less. Efficient resource management becomes critical, especially since proving PR ROI and demonstrating the impact of earned media coverage are focal points for justifying budget increases.

Success in this landscape means utilizing management and analytics tools effectively to quantify efforts and showcase the outcomes that align with business objectives. That, in addition to client expectations and constantly engaging in the “why this, not that” debate, continues to be a challenge in 2024.

Authenticity and ethical challenges

While on the topic of AI, there's another challenge for those who work in public relations – making sure that their topics and campaigns are authentic and ethical. In one way or another, anyone who is a creator will need to adapt to the ever-changing digital trends and artificial intelligence infiltrating our daily workflow.

However, the challenge is to ensure that brand messaging remains as true to its values as possible, with transparent communication that prioritizes ethical standards. Plus, the most authentic campaigns are those that are inclusive to different cultures, they're globally aware and never, ever, tone-deaf.

Skill development and talent acquisition

PR pros know that with the media landscape shifting so quickly, they will need to constantly adjust their skills and learn new things to stay relevant in their careers. The rapid pace of technological changes isn't slowing down, therefore it's also difficult to find the right people for job positions in the industry. In comparison to even two or three years ago, agencies and brands are looking for a broader skill set, which often encompasses more than just one specific role.

Conclusions



As we sum up the biggest PR trends for 2024, two key priorities emerge – the integration of AI in our daily workflow, including content creation and brainstorming, as well as building lasting relationships with a personalized approach and data-driven strategies.

Many professionals are dealing with budget cuts and a decreased headcount, which was reflected in their responses to our survey. As the industry continues to constantly redefine itself, embracing these trends as we come into the new year might help anyone who works in PR get ahead of the competition and stand out with impactful communication that resonates with their target audience.

About the survey

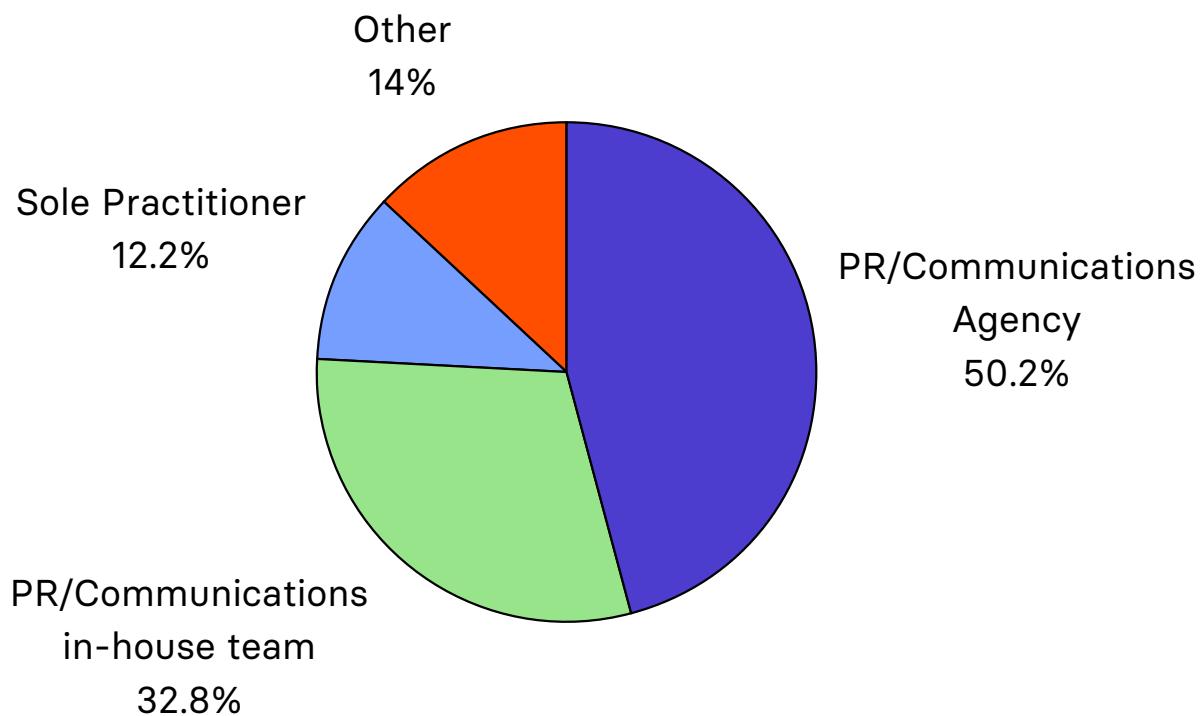
The results of this survey are based on answers from nearly 300 public relations professionals from around the world on their thoughts and predictions for 2024, industry habits that are no longer working, and challenges they believe they will face in the upcoming year. Most of the research was done through a query using the HARO platform, as well as a questionnaire held during the ICON and ICCO conferences. For comparison purposes, we've used our findings from last year's [PR Trends 2023 Report](#).



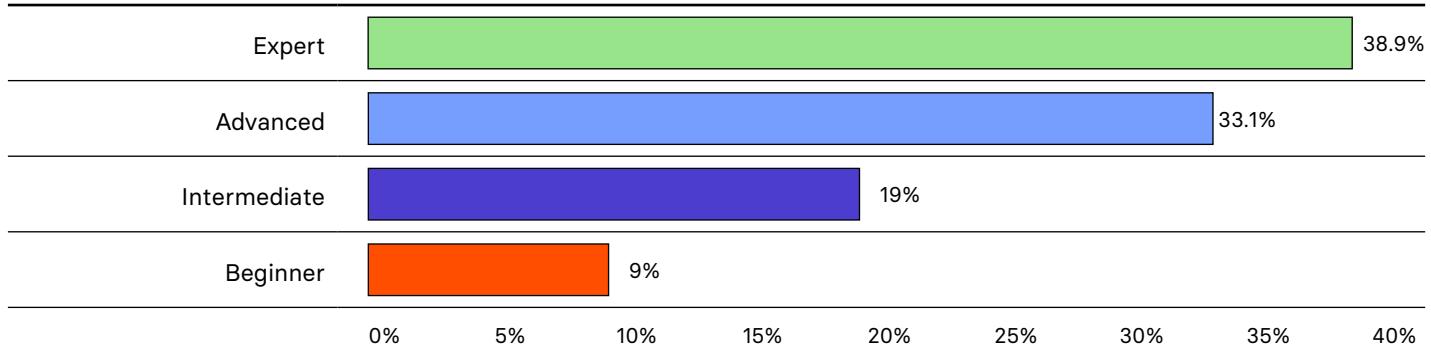
PR Trends survey sample size and additional information:

Number of respondents: 288

What best describes your company type?



Which description best aligns with your experience level?



About Prowly

Prowly is a SaaS platform that helps public relations professionals save time on everyday tasks, reach more journalists, and report on brand performance.

For the past 10 years, this PR tool has been used by over 7,000 customers from more than 70 countries. The platform provides access to a media database of more than one million journalists, a press release creator, a pitching tool, advanced media monitoring, and coverage reporting.

Prowly was acquired by Semrush, a leading online visibility management SaaS platform, in 2020.

[Learn more](#)

Prowly aims to help growth-oriented professionals earn media coverage through creative storytelling, personalization, and innovative technology. Customers can foster long-term relationships with journalists by drafting effective strategies based on industry data, and prove their value to clients and stakeholders with easy-to-understand insights. Prowly's users estimate that they've been able to increase their PR efficiency by 30%.

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