Online PR

Meaning

Public relation in an online world means the way the things are promoted through internet throughout the world. Public relation is a kind of a bridge between the organization and customer and when it is connected to online world it means that the public relation person is telling the policies of company or organization online using internet on some particular website and promoting the products throughout the worldwide. Thus PR is an integral part of company's marketing strategy.

Public relation practitioner is the person or department which promotes the positive image of their respective company or organization. Public relation department deals with the people in such a way that they have to build the positive image of their product that it's the best one and they will not be able to find the better product in society.

Social media has revolutionized everything and has evolved new thinking patterns and awareness among the general public and because of this new trends to market products and to sale them have emerged. In terms of public relations social media has heralded a new and golden age of communication management. Also the act of public communication has also become easier and now they can communicate about a brand more easily also the concept of ratings of a brand and public views on their sites can be posted enabling direct feedback and if the feedback is positive then only more people will buy products of that certain company.

Digital PR is an evolved form of PR. Instead of targeting only print publications, Digital PR focuses on online publications and increasing brand awareness. This includes publishing articles and press releases, working with bloggers and influencers on product features and reviews, affiliate marketing, nurturing journalist and content writing contacts to secure press hits, using social media to gain exposure and building brand trust through online reviews.

These Digital PR strategies have a positive impact on a website's Search Engine Optimisation (SEO) when done well. Digital PR requires an understanding of Google's guidelines and ranking signals to improve a website's visibility in the search results. This is why many Digital PR

campaigns are run by SEOs and Content Marketers who are familiar with the industry. Learn more about "How Google Thinks" in our recent podcast.

Without Digital PR, any SEO campaign you've been throwing money into isn't going to get you to position one in Google. Part of what good Digital PR agencies and online marketing experts like us refer to as "off-site SEO" includes Digital PR. If you're working with an online marketing or SEO agency, make sure high-quality Digital PR is part of its off-site SEO efforts.

Differences between PR Online and Traditional PR

1. Profile

Traditional PR managers — working their entire lives in a press department — hardly have any experience operating digital environments. These people raise their eyebrows and look at you funny when you talk about the importance of involving a blogger or an influencer in your communication campaign. They don't understand the importance of the digerati to expand a campaign's digital footprint, yet…

The other understands the importance of communicating on social networks and word of mouth — someone who is more in tune with Digital PR. They talk proudly about their experience with digital initiatives, working hard at online business and incorporating various influencers.These people tend to be bloggers themselves and are very well versed in social media etiquette. That's right, you're thinking about those journalists at press conferences typing away feverishly on their smart phones and constantly tweeting during the event.

2. The Channels

In traditional communication, mass media outlets such as press, radio and television were the main channels. Now, the supports are completely different in digital PR with blogs, social media and websites being the main sources to distribute information to connected audiences.

Fortunately, these new online channels are within everybody's reach and make it possible for all parties to participate in the conversation — and that's what communication is all about, isn't it?

3. The Message

Before, brands communicated by talking about themselves. It was all about being introspective and showing what they were doing all the time — obnoxiously telling their story to uninterested audiences. Well, this type of approach is no longer valid. It's not enough to talk about your brand — you have to create content and find people who will help get your content out there. Content is today's king.

Digital PR seeks to generate quality content that influencers want to share. It's content that talks subtly about your brand, but does not overwhelm the senses with blatant promotion. Influencers have an audience and they don't want to lose followers by promoting content that their audience will not find valuable. Make the most out our your influencer relationships, don't waste them with unappealing content.

4. Formats

This point tackles a challenge that brands should have taken on some time ago — using the proper platforms/channels to attract attention from journalists and influencers. Adjusting your tactics to the times is essential. Before it was all about press releases and articles, but that doesn't cut it anymore. Now, communication has to be more engaging and interactive. Otherwise, all of your effort could be for nothing. No one just reads what you post anymore, you need a dynamic plan.

Brands must understand that external communication relies on different platforms and resources such as company blogs, social media and even multimedia content for content distribution. Adapting a traditional press release to a much more visually attractive format may make the difference between success and failure.

5. The Digital Tools

Who hasn't worked with a database consisting of infinite Excel spreadsheets — first names, last names, telephone numbers, emails… All your contacts stored in documents where it's almost impossible to find the information you need, when you need it. What about the communications you've written and sent out to to your target audience using some form of email software? You never know who opens your emails or which relationship needs to be nurtured. These are all the

"manual" tools causing communication departments to work much slower with no true insight about the impact of their actions.

With the digitalization of PR, now it's all possible. Today we have CRM (Customer Relationship Management) tools that enable us to manage all our company's communication activity in an integrated way — they enable us to interact using email and social media, manage influencer databases and provide us with automatic reporting. Our actions can be backed up by data.

6. The Tone

How many times have you received an email with the phrase "we are market leaders"? I bet more than once. In the past, the brand was always referenced in the header of any communication, making it impossible to distinguish between "promotional" material and real quality content. Fortunately, things have changed a great deal. The majority of businesses have left behind this formal way of addressing their audiences and have integrated a more personal tone within their public relations campaigns. And this more "relaxed" communication is not just with clients or the general public, but also being used in the content they create with influencers through storytelling to show a more "human" side of the brand.

These PR professionals use the same message in their day-to-day and are no longer trying to make their brand appear to be more superior than others. They've discovered "that's not how you win." It's better to show your know-how through persuasion, not claim to be better than the rest — win by example.

Types of Digital PR

There are many different techniques a Digital PR agency may use to drive results. In SEO terminology, these techniques are often categorized as "white hat" vs "black hat" vs "gray hat."

Here are common types of Digital PR:

- **Unlinked Mentions**. Mentions of your company name that do not provide a link back to your website.

- **Guest Posts**. Writing and publishing an article on someone else's website.

- **Directory Inclusions**. Adding your company website to a directory that lists other similar companies.

- **Press Releases**. Sharing newsworthy announcements to secure press features.

- **Influencer Marketing**. Gaining mentions on influential social media user accounts.

Digital PR Strategy

A digital strategy outlines how a company will improve SEO rankings. Typically, this outline includes ideas on increasing brand mentions and securing external links. In addition, a strategy may include an SEO audit, a back link analysis, and the assignment of tasks.

Here are the cornerstones of a Digital PR strategy:

- **Target anchor text**. Anchor text is the clickable word or words that are linking from an external website to a page on your website. Target anchor text is how you would ideally like external websites to link to your pages. For example, linking "**Technical SEO**" would be more effective than "click here."

- **Target urls**. Target urls are the web pages you will be promoting in a strategy. These are the web pages you would ideally like to drive more traffic to through organic search.

- **Media list**. The bloggers, journalists, and influencers you will be pitching to.

- **Pitch**. A templated script that teams can share with relevant bloggers, journalists, and influencers.

- **Content ideas**. Article topics that would be received favorably by external websites. These content ideas should also be able to be authored by a company.