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DIGITAL MARKETING

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LECTURE 06: ONLINE PR →

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WHAT IS ONLINE PR?

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01 Definitions

➢ **Public relations** is about reputation - the result of what you do, what you say and what others say about you. Public relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics [its target audience including potential customers and stakeholders].

CIPR (2014)

Online Public relations leverage the network effect of the Internet.

DISCUSSION

➢ Differences between online PR and traditional PR.

➢ Advantages and disadvantages of online PR.

ONLINE PR VS TRADITIONAL PR

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✏ Key differences between online PR and traditional PR

◆ The audience is connected to organizations

◆ The members of the audience are connected to each other

◆ The audience has access to other information

◆ Audiences pull information

ONLINE PR VS TRADITIONAL PR

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01   Less easy to control

02   More options to createtheir own stories

03   Need for faster response

04   Easier to monitor

ADVANTAGES OF ONLINE PR

05 Brand-enhancement and protection
Enhance the reputation
Monitor and response

04 Search engine optimisation
Generate backlinks to a site

03 Credibility
More authentic
and can help raise
trust about brand

01 Reach
Directly reaching a niche
audience or a mass audience

02 Cost
Can be cost-effective

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DISADVANTAGES OF ONLINE PR

◆ It is not a controlled discipline

◆ It could be considered a high risk investment

=> **Need a place for conversations to control**

ONLINE PR ACTIVITIES

ONLINE PR ACTIVITIES

Attracting visitors through search

Optimizing

Engagement & Dialogues

Brand engagement

Buzz building

Building buzz campaign

Defensive or Crisis

Brand protection

ONLINE PR ACTIVITIES

Channels
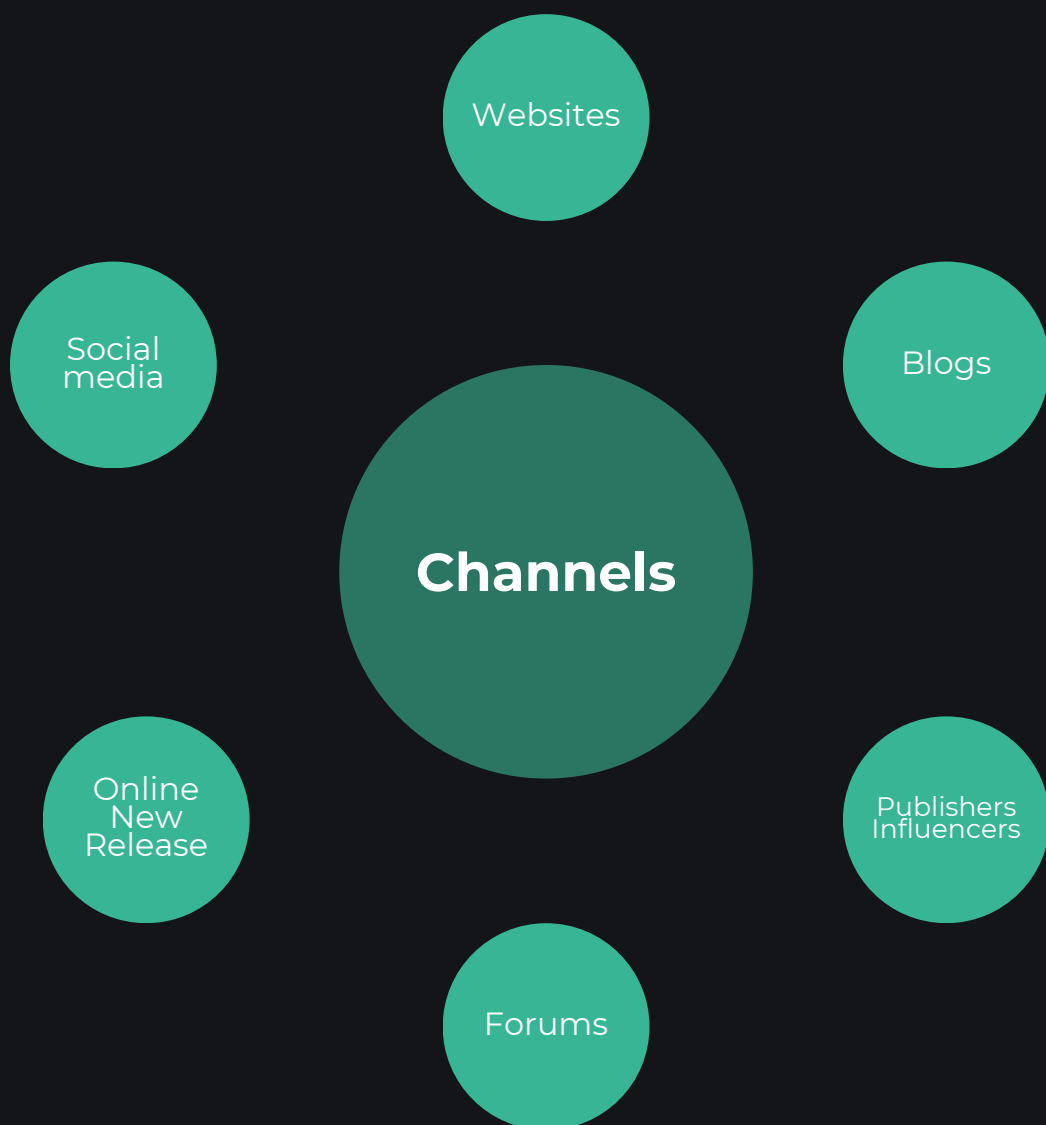
- Websites
- Blogs
- Publishers Influencers
- Forums
- Online New Release
- Social media

◆ SEO

◆ Blogging

◆ Social Bookmarking

◆ Sharing Sites

◆ Social Networks

◆ Press Release

ONLINE PR ACTIVITIES

Channels

- Websites
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- Online New Release
- Social media

- ◆ SEO
- ◆ Blogging
- ◆ Social Bookmarking
- ◆ RSS feeds
- ◆ Mashups

- ◆ Sharing Sites
- ◆ Social Networks
- ◆ Press Release
- ◆ Widgets

CONTENT CREATION

CONTENT CREATION

2

Map Your Content with the Decision-Making Journey of Your Persona

1 Know Your Stakeholder Personas

3 Use Fascination Triggers

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the end