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Nota di contenuto	Intro -- Digital PR -- Contents -- Foreword -- 1: Introduction -- An Industry Slow to ADAPT -- Needed Now More than Ever -- Societal Shifts -- Trust and the Decline of the Third Estate -- Mass Influence is Within Reach -- The Death of Interruption Marketing -- The Digital Status Quo -- Towards an Evolved Approach -- The More Things Change, the More Things Stay the Same -- 2: Data -- The Role for Data in PR -- Getting Data Access -- Understanding Audiences -- Putting Data through a Business Lens -- Data and ITS Role in Targeting -- Targeting on Steroids through Social -- Testing and Learning -- Reactive Data Insights -- Building a Data Operation -- Questions -- 3: The Digital PR Ecosystem -- The Social Shift -- Homogenised Marketing -- Defining What Success Looks Like -- The Question of Ownership -- Constructing the Customer Journey -- Building a Digital PR Strategy -- Drawing the Lines of Battle and Defining the Role of PR -- The Role of Content and Creative -- Digital Disruption within Channels -- Cross-channel Impact -- Campaign Cadence -- Making a Case for PR's Seat at the Table -- Questions -- 4: Media Relations -- The Evolving Media Bubble -- Changing Journalist Priorities -- The New 'Journalists' -- A Data-led Approach to Media Lists -- Killing the Press

Release -- Towards a New Media Strategy -- The Sell-in -- Going Back to Basics -- Media Partnerships -- Syndication -- The Digital Spokesperson -- Broadcast, Video and Live Content -- Providing Access to Events Through Digital -- Questions -- 5: Social Media -- The Social Media Journey for Brands -- When Social Got Strategic -- Who Owns Social? -- Developing a Social Strategy -- Content Planning -- Content Types and Formats -- Image -- Video -- Canvas -- Stories -- Carousels and Collections -- Social Media Targeting -- Building and Sustaining a Community -- Internal Contact Centre. Internal Hybrid -- External Hybrid -- External -- Using Social for Conversion -- Real-time Marketing -- Blogging and Enterprise Networking -- Questions -- 6: Digital Content and Creativity -- The Battle for Stories -- Lead Creative and Matching Luggage -- The Value of Insight and Strategy -- The Growth of PR Creatives -- Immersive Formats -- Why Less is More -- Agile Content Capture -- The Perils of Newsrooms -- UGC: Perils and Rewards -- Questions -- 7: Influencers -- The Professionalisation of Influence -- The Authenticity Balance -- The Rise of Data and Importance of Identification -- Influencers are Not Journalists -- Declaring Interest -- Collaboration and Co-creation -- Influencers as Content Creators -- Building Influencers from Within -- Questions -- 8: Digital Marketing -- The Blurred Lines -- The Search Engine Marketing (SEO) 'Miss' -- Digital Services as Part of a PR Campaign -- Building a Customer Journey -- Proving Value -- The Changing Role of a Website -- PR as a Contributor to the Marketing Mix -- Questions -- 9: Paid Media -- The Death of PESO -- The Argument for Paid Media -- Pay to Play -- An Earned Approach to Paid Media -- The Power of Targeting -- Using Paid Media to Boost PR -- Influencers and Media Partnerships -- Challenges with Paid Media -- Questions -- 10: Corporate and B2B -- The Power of Targeting -- Demonstrating Value through Conversion -- Building Reputation -- Developing Thought Leaders -- Working with Wikipedia -- Managing Crisis -- Public Affairs and Lobbying -- Internal Communications and Employee Engagement -- Enterprise Social Networking -- Questions -- 11: Reporting and Measurement -- Battling a Bad Reputation -- Setting Objectives -- The Right Strategy -- Finding and Collecting Data -- Drowning in Data and KPIs -- Outputs and Outcomes -- Coverage Tracking -- A Revolution in Social Measurement. Dashboards and Reports -- Making it Matter - Using Learnings and Insights -- Questions -- 12: Emerging Technology -- How to Use Technology -- Avoiding the Bandwagon -- Trial and Error -- Proving Return On Investment (ROI) -- The Communication Opportunity in Technology -- Questions -- 13: Building a Future-Proofed PR Team -- Starting from Scratch -- Critical Skills -- Fixing the Skills Gap -- Managing Internal Silos -- Bringing New Talent into Agencies -- Small Consultancies and the Power of Partnership -- Tools and Processes -- Building Diversity -- Questions -- Further Reading -- References -- Index.

Sommario/riassunto

The digital revolution has caused a seismic shift in the PR industry. It's altered every corner of the industry, bringing challenges and opportunities in equal measure. This book describes where we've been, where we are and where we're going. It's a manual for practitioners looking for guidance and ideas on how best to navigate this changing space.
