



Your quick guide to **DEVELOPING A DIGITAL-FIRST PR STRATEGY**

Here are our 5 top tips for PR professionals who want to pivot activity for better ROI in a more digital world:

1 **PREP BEFORE YOU PITCH**

Do a little research - and set time aside to personalise your story, to make it a great fit for each of the publications you'd like to see it in.

Lack of personalisation is the #1 reason journalists reject otherwise relevant pitches

Source: Muck Rack, 2019



2 **KNOW YOUR JOURNALISTS**

No more blanket emails - make sure you know who you need and approach each journalist with a personalised email or phone call.

93% of journalists prefer to be pitched over email

Source: Muck Rack, 2019



3 **SPARE A THOUGHT FOR SEO**

Many publications are moving to digital-only, so any content you create should include keywords - but don't sacrifice the natural flow of your copy.

93%

64% of marketers actively invest time in SEO

Source: HubSpot, 2020



4 **BE READY TO INVEST**

Earned coverage is still the best kind, but don't be afraid to mix in a little paid-for PR content when you need to build brand awareness quickly.



Brand recall is 59% higher for branded content than other digital ads

Source: IP Media Lab 2019

Consistent brand messaging across multiple channel can increase revenue by 33%

Source: Lucidpress, 2019

5 **MAXIMISE YOUR REACH**

Integrate PR activity into a wider marketing campaign for real impact - keep messaging consistent and make sure people who want to find out more, can.



Download the complete Pod Guide
www.themarketingpod.co.uk

Want to boost the success of your next PR campaign, or find out how to effectively measure success in a digital-first world?

We can help. Simply get in touch at hello@themarketingpod.co.uk or call us on **01564 742 848**