



CLICK.CO.UK®

A BEGINNER'S GUIDE TO SEO + DIGITAL PR



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INTRODUCTION

Self-publication and promotion are becoming increasingly important for businesses. If you're not shouting about your brand, products and services then who is? By implementing a good digital PR strategy you give yourself not only the best possible coverage but can attract new and retain existing customers.

There is a common misconception that it can be difficult to talk about yourself but if you are going to grow your business then this communication is vital. For those still concerned or unsure, read on.



WHAT IS DIGITAL PR?

Digital PR is the means of getting exposure on the web but, much more than that, it is now part and parcel of traditional PR.

There are few better ways to build your credibility and search visibility than through creating and distributing original, relevant and shareable content, which accrues quality links and creates a buzz around your brand.

With a digital PR strategy, you'll be looking to target not just relevant sites to spread your content, reaching a wider audience, driving traffic and hopefully gaining a link, but also appropriate influencers on blogs, online communities and social media networks, your target audience, prominent bloggers, the press, and more.

Much like magazines and newspapers, where many have switched from print to digital, communications are also going online. There are several reasons for this and the benefits of crafting a digital space in which to communicate are vast.

Digital PR is all about combining traditional PR with content marketing, social media and search: transforming static news into conversations and bypassing media to speak directly to your target audience online.

News can be spread further, faster, and more directly to a specific target audience than ever before in history. It allows us to maximise news like never before. Instead of being satisfied with a single placement, your news can be shared exponentially. The below flowchart shows where digital PR sits in the chain and you can clearly see that it falls under the wider umbrella of content marketing.



WHAT IS THE DIFFERENCE BETWEEN TRADITIONAL AND DIGITAL PR?

According to [The Drum](#), there are a few differences between the two. In reality, one could say that digital PR is just traditional PR expanded and eventually onsite and offsite PR will be covered by the same term.

However, digital coverage is still relatively new and there is a gap between the two; this is likely to remain while traditional PR tries to catch up to the fast moving world of digital. But The Drum predicts the gap will be closed soon.

TRADITIONAL PR

Traditional PR covers crisis and reputation management, brand awareness and advocacy as well as brand messaging. Publicists will have a book of valuable contacts such as journalists, producers and influencers that they use to push content out. Traditional PRs tend to have a speciality niche, hence why they guard their contacts so closely. These contacts are typically built up over many years.

It's also key to point out that there are longer lead times for coverage to go live, especially with print publications. So unlike their digital counterparts, those using traditional methods are experts in patience.



DIGITAL PR

Digital PRs take into account their clients digital stipulations such as differing types of links, eg, affiliate or tracked, increased number of followers etc, and develop a digital strategy in order to achieve these KPIs using various channels. It is a much more holistic process, where every channel can potentially assist one another when it comes to these goals.

Where it can get complicated is when you add the SEO element. Digital PRs have to consider Google webmaster guidelines, link quality, and roughly another 200 ranking factors, which can be quite a transition.

SO HOW DO YOU IMPLEMENT A GOOD STRATEGY AND HOW CAN YOU CREATE EFFECTIVE PR?

Well the first thing you need to do is to understand your audience. Ask yourself about the type of content they are likely to engage with, where they find it and if it is good enough for them to convert or share. We call our process outreach and this is what, we feel, is the best way to make your information reach the right people at the right time. Once you understand what it is you want to say the next step is where.

Outreach is the process of identifying the best possible outlets for your content and there are a number of tools you can use for this. According to The Drum, one of the best places to start is by searching Google News for your topic. This is a simple way of identifying publications and authors with an interest in your subject. Once you've identified a website that has recently published related content, do a site search to evaluate just how often they write on the topic and in what ways. This will also highlight other writers on the site to potentially contact and expand your network.

We split digital PR into three clear sections and believe that this is the key to delivering the best results. By separating the content into PR/editorial outreach, social outreach and blogger outreach we can cover the entire market.

PR & EDITORIAL OUTREACH

We know that you can increase your brand's online exposure and get it in front of a large online audience with PR and editorial outreach.

By sharing your content with editors and contributors to high-end online media publications, you can boost the exposure and reach of your brand across online channels. This also creates inbound links to your site from high authority websites, which signals to Google that your site is relevant and useful, and helps to boost your search engine visibility.

- Building relationships

By gaining access to a network of influential online publications that have established themselves as sources of authority and in their fields, such as national newspapers, magazines and universities, you can reach out to these key influencers with creative and engaging journalistic content, with the aim of them sharing it with their followers.

- Understand the media landscape

You should be looking to speak to offline leaders before the internet and online leaders in today's media mix. By building relationships that point you towards the news stories and the rich media they live in, you can truly identify the right place for your brand to be featured. Focusing on the highly valuable journalistic content that is required in the ever changing media landscape, this helps build visibility for your brand.

SOCIAL OUTREACH

Social outreach enables you to identify and reach out to relevant social influencers, across appropriate social media platforms.

This approach facilitates dialogue, relationship creation and content distribution within the social sphere. Social outreach enhances your content marketing strategy by distributing relevant content to bloggers with strong social authority, gaining their endorsement of your content and exposure to a pre-engaged audience.



Aim to become experts in identifying and developing mutually beneficial working relationships with key social influencers who have built up a community of loyal followers. This allows you to target significant and relevant audiences and, through social listening, tap into conversations which are already happening across social platforms and place your content in front of an engaged and receptive audience.

Your strategy combines the principles of brand management, link building and product/service advocacy to create a social endorsement pattern of high relevance and appropriate social signals.

Using hashtags appropriately, you can assess social sentiment for your brand and content. This enables you to reach out to a wider social audience and influence decision making in an authentic, non-hard sell manner.

BLOGGER OUTREACH

Blogger outreach is the process of creating relationships with influential and relevant bloggers to promote brand awareness and support best practice search engine optimisation.

Our team of highly skilled outreach professionals identify relevant and authoritative bloggers in your industry using a variety of tools such as blogger intelligence software, GroupHigh. We ask, “how can we build relationships?”

By understanding the digital landscape, you can get a feel for what content marketing mix is relevant or highly shared. By nurturing these successful contacts through excellent communication, you can create strong relationships that will ultimately develop your online visibility, relationships which are constantly monitored to ensure quality and longevity. Here at Click Consult, we do this through our in-house linkTRAX® technology.



This inbound marketing strategy also boosts your organic search visibility when bloggers with trusted and established sites (ie, those with a high domain authority/DA) link back to your site. Blogger outreach adds a further strand to your content marketing activity by allowing you to leverage a blogger's existing readership and reach new, wider – and, most importantly, relevant – audiences. If your content appears on blogs that are read by your target customers, and offers them something new and interesting, the brand exposure potential is huge.

And it's the quality of the audience that makes outreach so effective. Done right, not only can you target an audience that's already engaged with subjects relevant to your business and the content you produce, but you also have a the opportunity to tap into a blogger's community. Trust and loyalty among a blogger's readership are often at a much higher level than for corporate blogs, and a huge number of consumers turn to them when considering a purchase.

WHAT ARE THE MAIN BENEFITS OF IMPLEMENTING A DIGITAL PR STRATEGY?

The main benefits of launching a digital PR strategy are that you can not only reach a highly targeted audience, which is already engaged with you or who are highly likely to engage with you, but you can do it far quicker than any other communication method. This is vital especially if you are launching new products, breaking news or have offers that are time sensitive.

OFFERS

When it comes to the content of your email or your PR, it may be that you want to launch an offer, these can be exclusive to the audience and makes those who fall into your engaged list and feel special in some way. By targeting those who are engaged you are not only increasing your chances of making a conversion but the return on investment (ROI) is often better through this marketing method.

SPACE

One of the things that often goes unconsidered when it comes to digital PR is that the volume of information that you can send is pretty much unlimited. For starters it is possible to send out single emails that link to multiple pages on a website offering you an opportunity to open up your site. You can also include downloadable content as an extra. Businesses that go for an eye catching image or a curiosity inspiring headline are often the businesses that get the most out of their digital PR.

SOCIAL

With social media being one of the biggest driving forces in the digital marketplace it is not surprising that a good digital PR strategy will look to utilise this medium. Making news announcements, deals or offers that are highly shareable are a must. If you have an engaged audience and they are influencers to their own audience, then it can be highly rewarding to target these people. You can engage their contacts in a natural way and in turn will see an increase in your audience.

TIME

The amount of time that can be saved with a digital PR strategy is enormous. You can decide on a style of communication and build templates for both press releases and emails, meaning that they are reusable and easy to populate. All that is needed is the new content, links and images. By continuing with similar templates, calls to action (CTAs) and subject lines, you build the brand through consistency.

OFFICIAL TONE OF VOICE

Digital PR allows you to get your message across in a way that best reflects your business. You can build a style guide and choose the tone with which you communicate. This all helps to show who you are and what you are about. One of the best brands currently relying on a digital PR strategy is Paddy Power. The Irish bookmaker has earned coverage across social media and other news outlets for the tongue in cheek way in which it goes about its communications. By not shying away from controversy on social media, Paddy Power's audience expects humour to feature in other publications. For this reason it is fair to assume that it has a far higher open rate and that its message is spread far wider. It's audience is almost waiting for the next piece.

COST

The cost of PR can vary massively and if you are outsourcing to a publisher or are trying to get coverage as an editorial feature in a print magazine costs can rocket. Running your own PR or using a specialist agency ensures that you can either target your marketing list or can get placements on services such as PR Newswire. You can also build relations with bloggers, who will place your content and link back, helping raise not only awareness but visibility in terms of SEO. This is a highly cost effective method of marketing and is one of the reasons that the practice is so popular.

ANALYTICS

The analytical side of the digital PR industry is massive. The tools that you can use and the data you can capture is enormous. An analytical approach to using digital platforms means that you can not only clean up your marketing list and add new contacts or customers as and when you engage, but you can remove those who have shown little or no engagement. You can also take an analytical approach to your content, looking at what has worked well and what hasn't. By tweaking the types of content that you release and by personalising them you are more likely to see the benefits

So why is all this so important? Well according to the Huffington Post: "Digital PR is measurable, immediate and produces easily sharable content. The realm of digital PR may be more specified than that of traditional, but it will help grow your brand online and make waves in a constantly evolving digital world."

GET IN TOUCH WITH US TODAY

ABOUT US

Located in North West England, Click Consult is a multi-award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Best Digital Agency in 2017, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

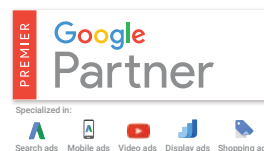
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

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