Digital Marketing or PR? Pick one or both to promote your news!

July 2, 2013

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In this 3-part series, we will be exploring the benefits of digital marketing and “public relations" or as Ane Howard, our CEO at RushPRNews, likes to call it, "public relationship". This article aims to take a closer look at the differences between these two, and through the entire series, you will get to understand both in a much deeper sense to help you identify which is a better choice for your specific needs.

Digital Market is…

At the most fundamental level, digital marketing pertains to the direct communication with the targeted market in order to deliver a specific message, provide some form of promotion and deliver a certain call to action. Once the message has been clearly conveyed, this can directly drive more sales leads to a certain business. This kind of marketing makes use of the different electronic devices like tablets, computers, cellphones, smartphones, game consoles and digital billboards in order to get the consumers engaged as well as the rest of the business partners. One primary component of digital marketing is Internet marketing. In digital marketing, a brand or organization is being developed through the use of a wide array of different digital channels like social networks, email, and the like.

In this particular marketing process, the services, products or brands are promoted through the use of all digital advertising forms. It makes use of the Internet, radio, television, mobile and other digital media forms in order for the customers to be reached in a more personal, timely, cost-effective, and relevant manner. It often pays for products placements on these mediums and purchases ads.

While public relations is…

On the other hand, public relation pertains to communicating in which the purpose is to create a favorable image among the public and to build bridge between members of the press and corporate. Most businesses today reach out to the media through the distribution of press releases. Press release is about communicating the latest corporate or product news to the media and to the public, telling a certain story over time, establishing brand awareness and building reputation. It is NOT about writing a press release and getting it broadcasted to a media list. More importantly, it is about the unique and strong relationship that is being built over time, coming up with an editorial with a certain publication in mind, then having the story sold to the editor in order for it to be published. Public relations is NOT PAID placement. Reporters will cover free of charge your story, if it is of interest to them.

The digital platforms of today enable both digital marketing and PR. While there is a continuing debate as to whether Facebook is really useful in building business, there is no doubt that a social media campaign can make or break the reputation of a certain brand.

At the end of the day, both digital marketing and public relation can be truly beneficial for the growth and success of any business or organization. However, it is a must to weigh both strategies to ensure that you will be choosing the one that will best suit the objectives and plans that you have for your company.

But things do not just end here. Make sure to look forward to the second installment of this series and discover more of the essentials about public relations and digital marketing.

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