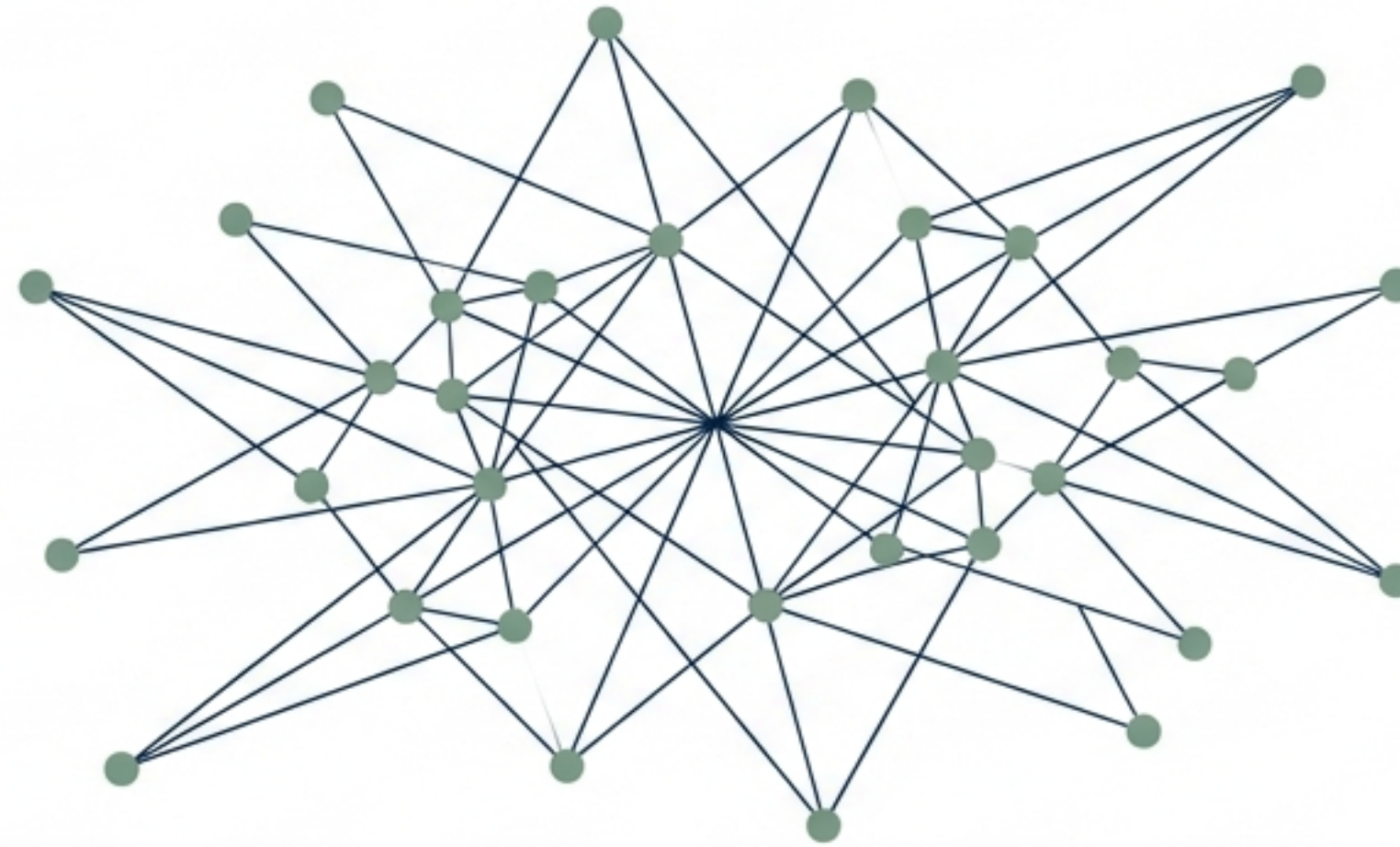


The Digital PR Framework

Building Visibility, Authority, and Trust

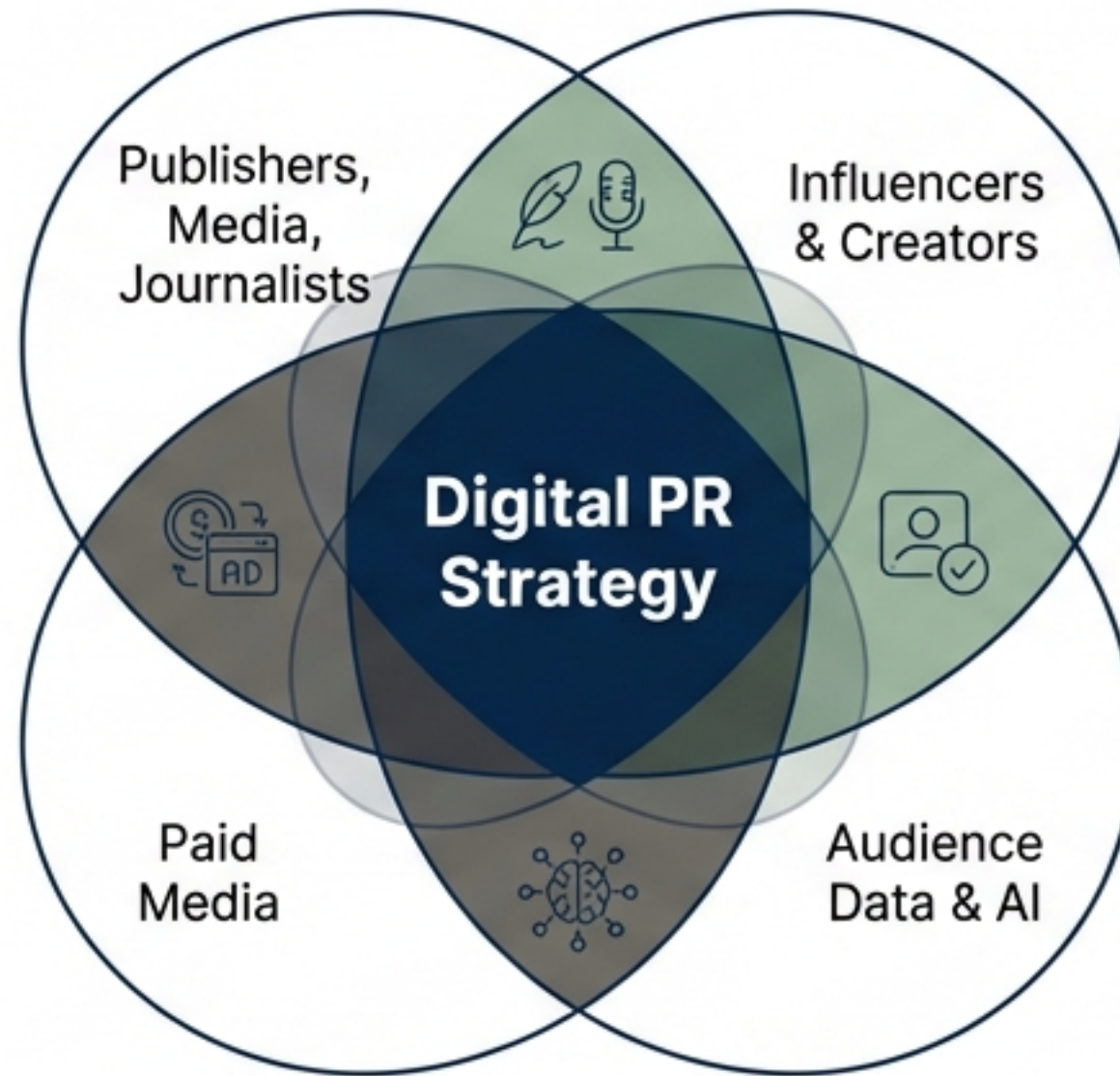


A strategic roadmap for integrating SEO, Content, and Media Relations into a cohesive ecosystem.

COURSE MODULE: DIRECT MARKETING AND DIGITAL PUBLIC RELATIONS

Digital PR Operates at the Intersection of Media, Data, and Technology

Bridging the gap between traditional storytelling and algorithmic visibility.



Key Insight

Definition:

Digital PR is the strategic synthesis of SEO, Content Marketing, and Public Relations. It is not a linear process but a web of interactions.

Man Managed Channels:

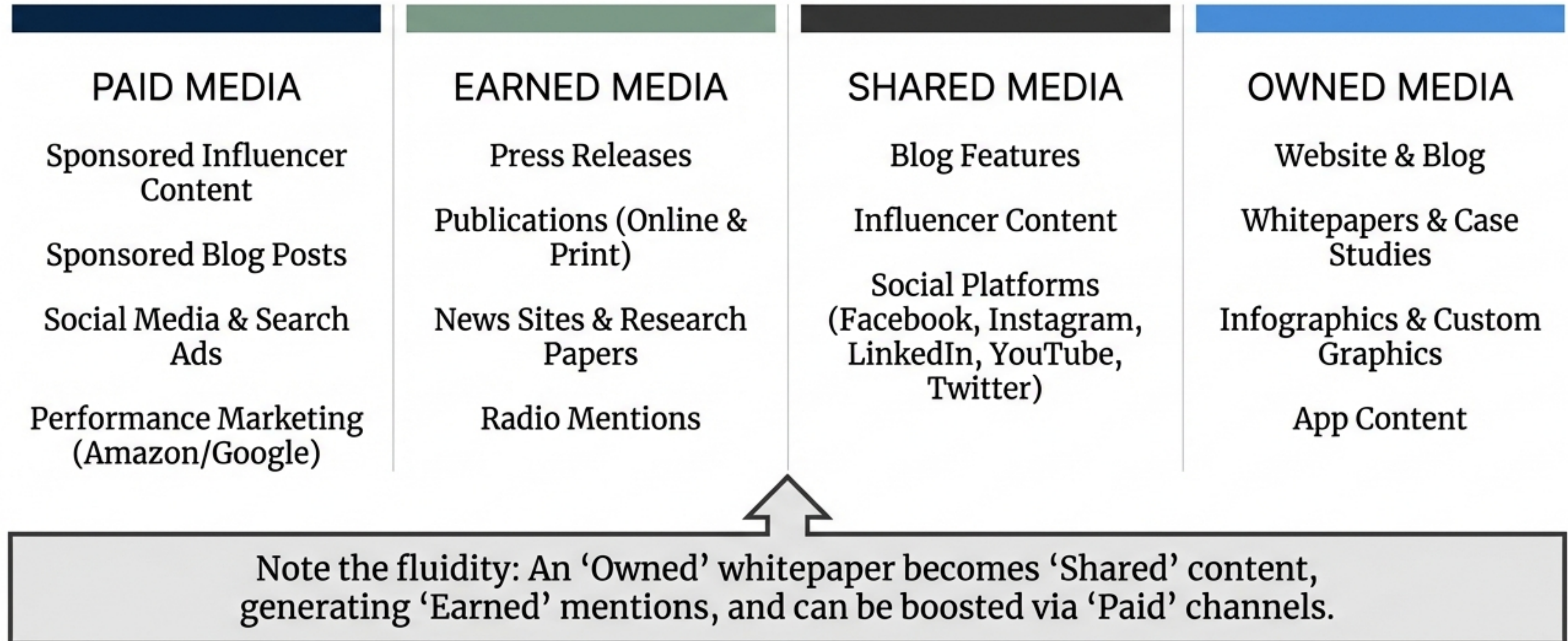
Publisher deals, content partnerships, website takeovers.

Machine Managed Channels:

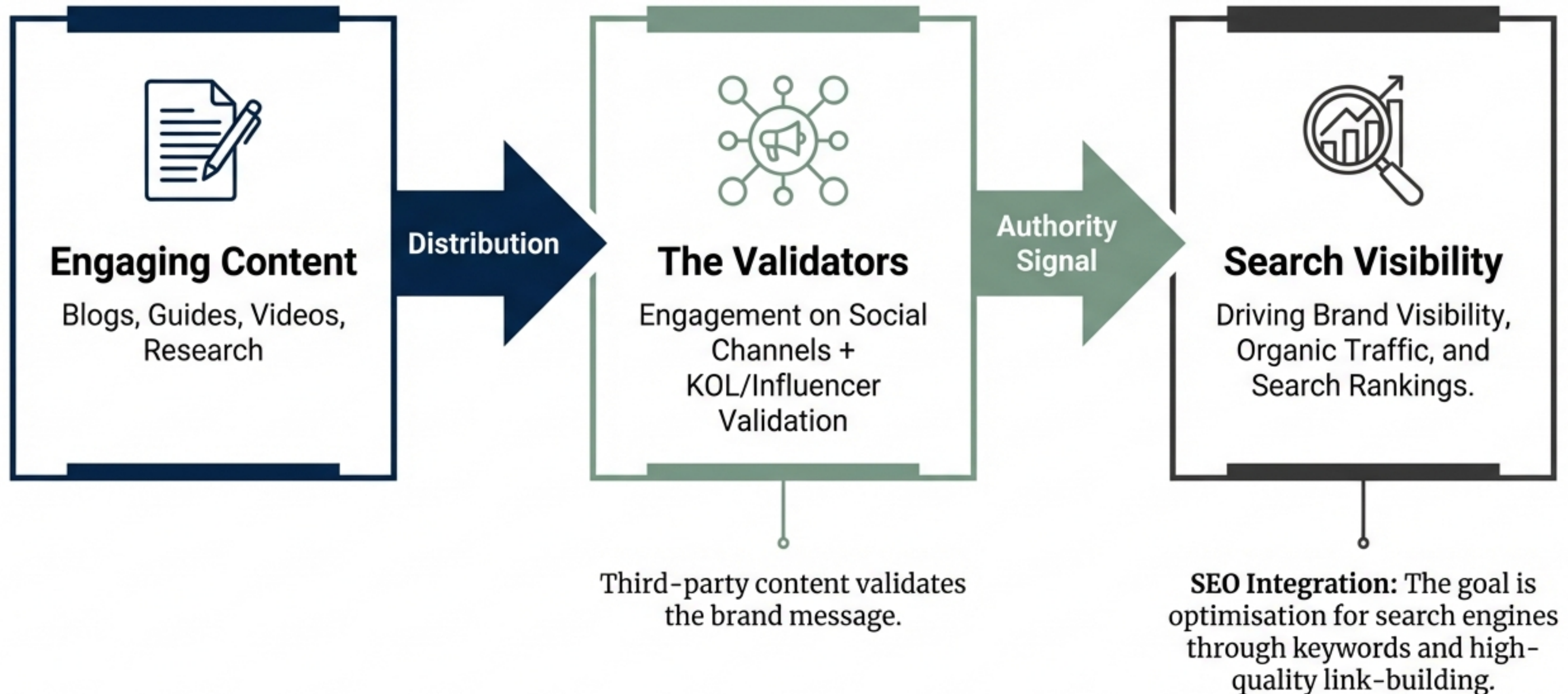
Google Search, Meta, Programmatic Ads, AI Media.

The Media Ecosystem: Paid, Earned, Shared, and Owned

A holistic view of the PESO model.



The Strategy Engine: From Content to Search Visibility



The 6-Step Digital PR Framework

A cyclical methodology for campaign execution.






Step 1: Research and Benchmark



Strategy begins with data. Understand the category, create a benchmark of content strategies, and determine what works before creating content.

Digital PR Tech Stack




Search & Trends

-  Google Trends
-  Google Search
-  Public Data

Competitor & Traffic

-  Similarweb
-  Semrush

Content & Listening

-  BuzzSumo
-  Talkwalker
-  Keyhole

Analytics

-  Google Analytics

**** Strategic Outcome:**

Use these tools to perform a SWOT analysis of the landscape and identify effective content formats.

Step 2: Identify Topics of Influence

Mapping Audience Engagement Strategies



Action: Select topics that intersect brand keyword strategy with competitor keywords.

Step 3: Vet and Improvise

Quality over quantity. Assessing the contextual fit.

Before engaging, evaluate potential partners against strict criteria. Use tools like Twitter Search, Google News, and YouTube to audit their history.

Vetting Scorecard

- **Content Quality:** Does the work align with brand aesthetic standards? ☒
- **Reach:** Does the audience demographic match the target market? ☒
- **Engagement:** Is the audience interacting? (Comments vs Likes) ☒
- **Brand Values Alignment:** Is there a shared mission and vision? ☒

Step 4: Relate and Engage

Moving from transaction to partnership.



Mutual Benefits

Highlight shared advantages. It is a partnership, not a favour. Show how it benefits their audience.



Collaboration Ideas

Don't just ask for a post. Suggest specific creative concepts that align with their style.



Compensation


Offer fair compensation to incentivise collaboration. Clearly define deliverables and cost structures upfront.

The Goal: Foster a creative partnership, not just a media buy.


Step 5: Measure Earned Media Impact

Quantifying the value of earned media efforts through data.

Key Metrics



Deliverables Completed
Tracking all agreed-upon outputs.







Search Volume Lift (Google Trends)
Observing branded search spikes.



Direct Sales Impact (Attribution)
Linking conversions to specific campaigns.

Measurement SWOT

 Strengths	High engagement rates indicating effective fit.	 Weaknesses	Measurement complexity & tracking granular data.
 Opportunities	Growth potential to expand successful collaborations.	 Threats	Market competition leveraging same influencers.

Step 6: The Feedback Loop (Repeat)

Continuously improving through a data-driven cycle.

Analyse: Review what worked in the previous campaign.

Experiment: Introduce new formats to test emerging trends.

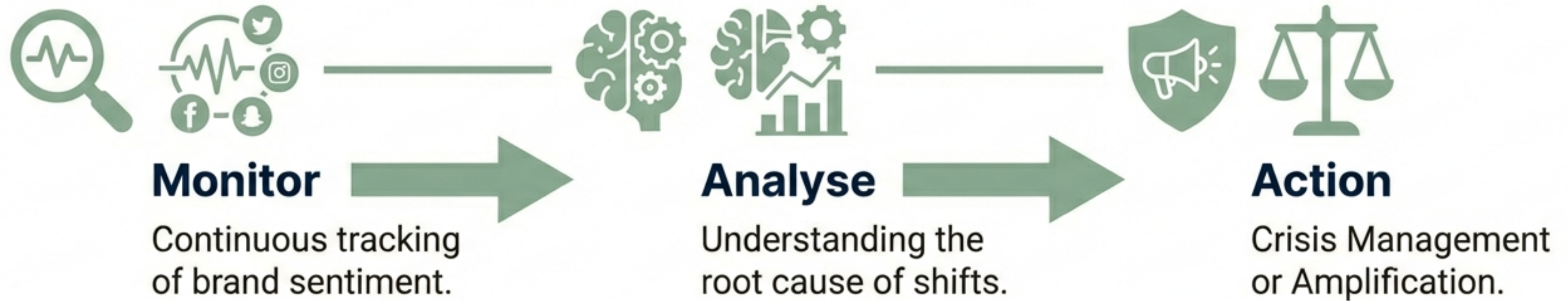


Retain: Identify 'High Engagement' partners for long-term deals.

Digital PR is iterative. Momentum is gained by feeding data from the 'Measure' phase back into the 'Research' phase.

The Ultimate Goal: Online Reputation Management (ORM)

From Visibility to Resilience.



*"Building visibility is the first step.
Maintaining trust is the journey."*