Modern Communications Are Defined by an Expensive Disconnect

Public Relations

Digital Marketing

The Problem

Public Relations and Digital Marketing operate in silos, leading to duplicated efforts, inconsistent messaging, and missed opportunities.

The Consequence

This disconnect is not just inefficient; it's a direct inhibitor of growth. PR's brand-building power is not captured by Marketing's measurement engines, and Marketing's data insights rarely inform PR strategy.

The Core Challenge

There is no shared language, no common framework, and no systematic way to connect PR activities to measurable digital outcomes.

The Solution is a System: The DPRI Method™

The DPRI Method™

PR Activities   Integration Bridge   Digital Marketing Outcomes

Introducing:

The DPRI Method™: A systematic framework for mapping PR activities to digital marketing outcomes.
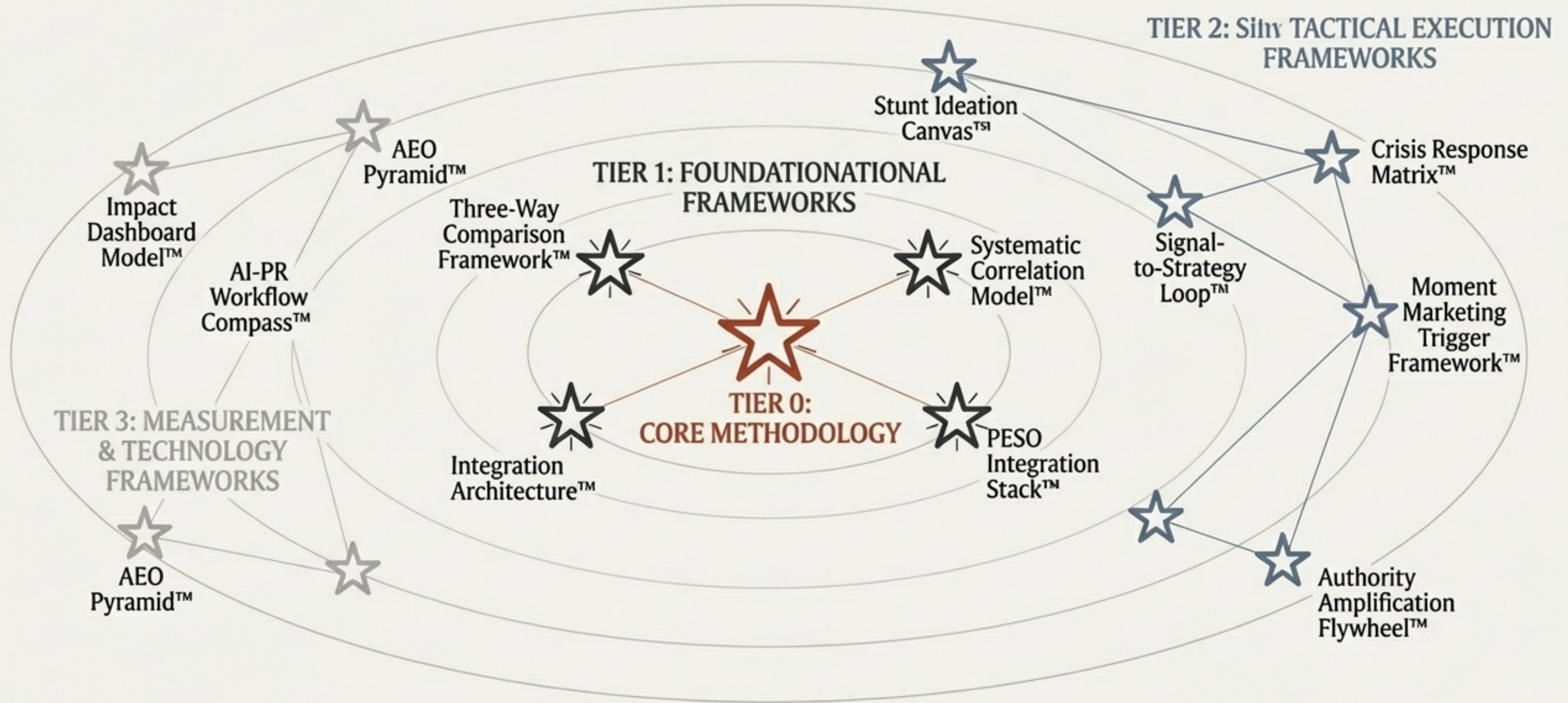
What it is:

A comprehensive, evidence-based system designed to unify public relations and digital marketing into a single, high-performance engine.

What it does:

It provides the architecture, processes, and tools to move from disconnected tactics to a fully integrated communications strategy.
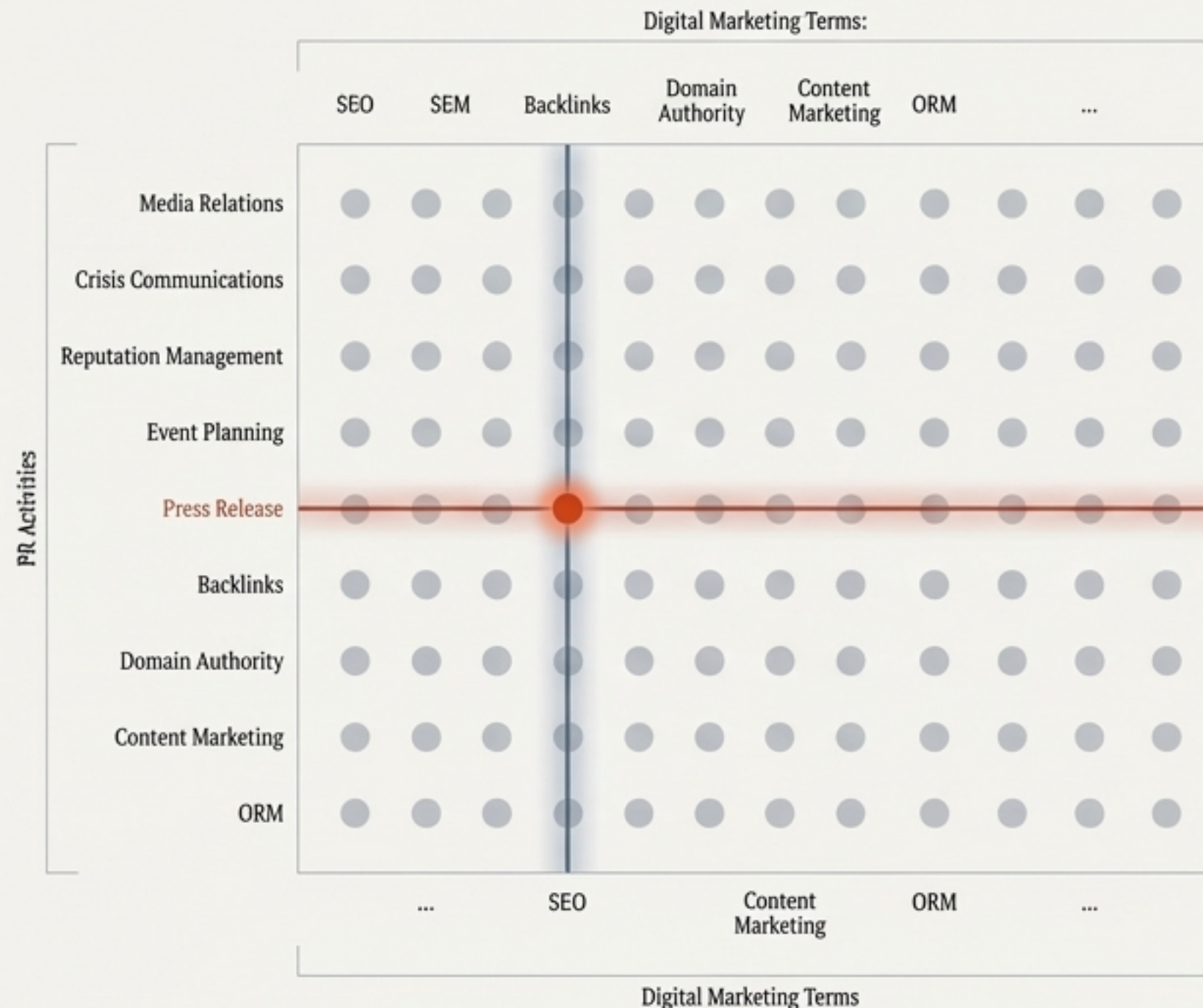
Developed by: Prof. Honey Singh, for the ADBR613 Course: Direct Marketing and Digital Public Relations.

An Entire Universe of 14 Interconnected Frameworks

TIER 2: Silly TACTICAL EXECUTION FRAMEWORKS

Stunt Ideation Canvas™

Crisis Response Matrix™

TIER 1: FOUNDATIONATIONAL FRAMEWORKS

AEO Pyramid™

Impact Dashboard Model™

Three-Way Comparison Framework™

Systematic Correlation Model™

Signal-to-Strategy Loop™

AI-PR Workflow Compass™

TIER 0: CORE METHODOLOGY

Moment Marketing Trigger Framework™

TIER 3: MEASUREMENT & TECHNOLOGY FRAMEWORKS

Integration Architecture™

PESO Integration Stack™

AEO Pyramid™

Authority Amplification Flywheel™

Developed by: Prof. Honey Singh, for the ADBR613 Course: Direct Marketing and Digital Public Relations.

NotebookLM

The Engine Room: Systematically Mapping the Entire Landscape
Introducing the Systematic Correlation Model™

Digital Marketing Terms:

Matrix with columns: SEO, SEM, Backlinks, Domain Authority, Content Marketing, ORM, ...

Rows (PR Activities): Media Relations, Crisis Communications, Reputation Management, Event Planning, Press Release, Backlinks, Domain Authority, Content Marketing, ORM

Bottom axis labels: ..., SEO, Content Marketing, ORM, ...

Digital Marketing Terms

The Philosophy

To move beyond anecdotal connections, we must be exhaustive, not selective.

The Structure

An 11 x 22 matrix that maps every core PR activity against key digital marketing terms.

- **11 PR Activities:** Media Relations, Crisis Communications, Reputation Management, Event Planning, Press Release, etc.

- **22+ Digital Marketing Terms:** SEO, SEM, Backlinks, Domain Authority, Content Marketing, ORM, etc.

The Result

242 potential correlations, each supported by a repository of 726+ real-world examples, creating an unparalleled knowledge base.

NotebookLM

One Correlation, Three Dimensions of Proof
## Example: Press Release × SEO

Press releases distributed online create backlinks and keyword-rich content that improves search rankings.

B2C Product Launch	B2B Technology	Thought Leadership
Action: Revolt Motors' press release was syndicated to 50+ auto news sites. **Outcome:** Generated 50 backlinks with anchor text "electric motorcycle India," jumping their product page from position 15 to 3 for that keyword.	**Action:** A SaaS company's funding release included optimized copy for "AI sales platform." **Outcome:** Earned a Featured Snippet on Google, leading to a 300% increase in organic traffic.	**Action:** A healthcare company's release with original research was cited by 15 industry blogs. **Outcome:** Gained high-quality dofollow backlinks, increasing Domain Authority by 2 points.

Metrics: Backlinks Acquired, Keyword Rankings, Organic Traffic, Domain Authority

Orchestrating Channels with the PESO Integration Stack™
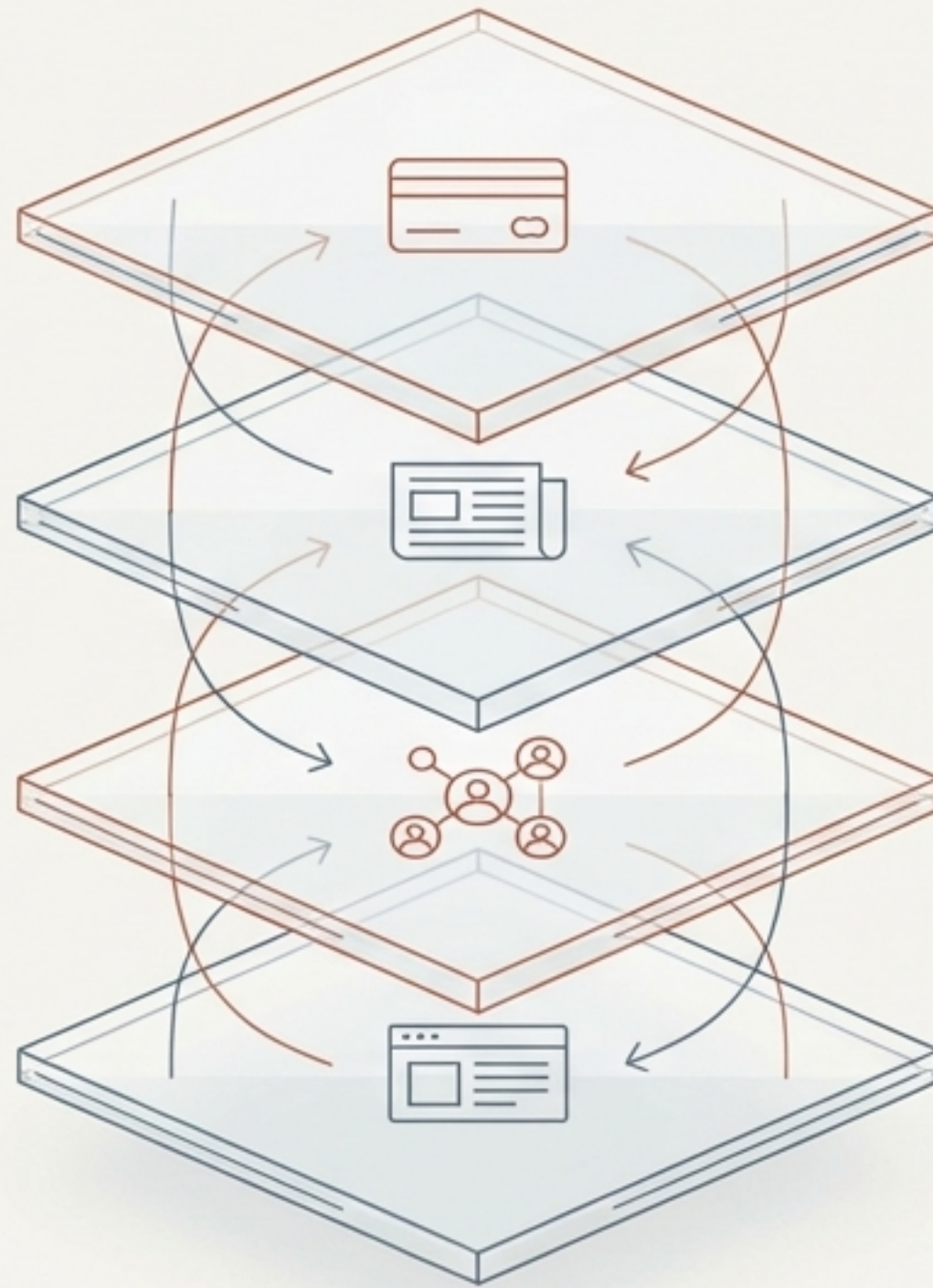
PAID

Media you pay for. (Channels: Google Ads, Sponsored Content).
Strengths: Precision, control, scale.

EARNED

Coverage you earn. (Channels: Press Coverage, Reviews).
Strengths: High credibility, third-party validation.

SHARED

Content amplified by others. (Channels: Social Shares, UGC).
Strengths: Authenticity, viral potential.

OWNED

Channels you control. (Channels: Website, Blog, Email).
Strengths: Long-term asset, full control.

The Core Principle: True impact is achieved not by using these channels in isolation, but by strategically orchestrating them so each amplifies the others.

Case Study: The PESO Stack in Action

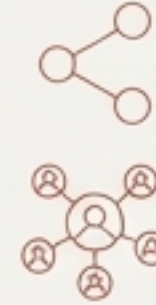## The TE-A-ME Tea 'Trumping Donald Trump' Campaign

OWNED
- Campaign landing page with the core video.
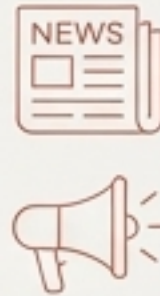- Blog post explaining the campaign's concept.

SHARED
- The video was designed for humour and provocation, leading to 52,000+ organic shares.
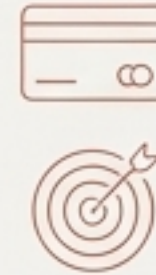- Became a viral meme across social platforms.

EARNED
- Generated 810+ news stories globally without paid media outreach.
- Featured in Mashable, BuzzFeed, and international press.

PAID
- Minimal budget required due to organic success.
- Used only for minor retargeting to drive sales from the massive traffic influx.

The Integrated Result:

9,900%
increase in website traffic.

1,100%
increase in business enquiries.

Systematising Virality with the Stunt Ideation Canvas™

1. Audience Insight: Who are we talking to and what makes them share?	**2. Cultural Moment:** What's happening in the world we can tap into?	**3. Brand Connection:** Why is this authentic and relevant to us?
4. Shareability Factor: What is the emotional trigger? (Joy, Surprise, Awe)	**5. Media Hook:** Why will a journalist cover this story?	**6. Risk Assessment:** What could go wrong and how do we mitigate it?
7. Execution Timeline: What is the plan from concept to launch?	**8. Budget Allocation:** What resources are required for success?	**9. Success Metrics:** How will we define and measure a win?

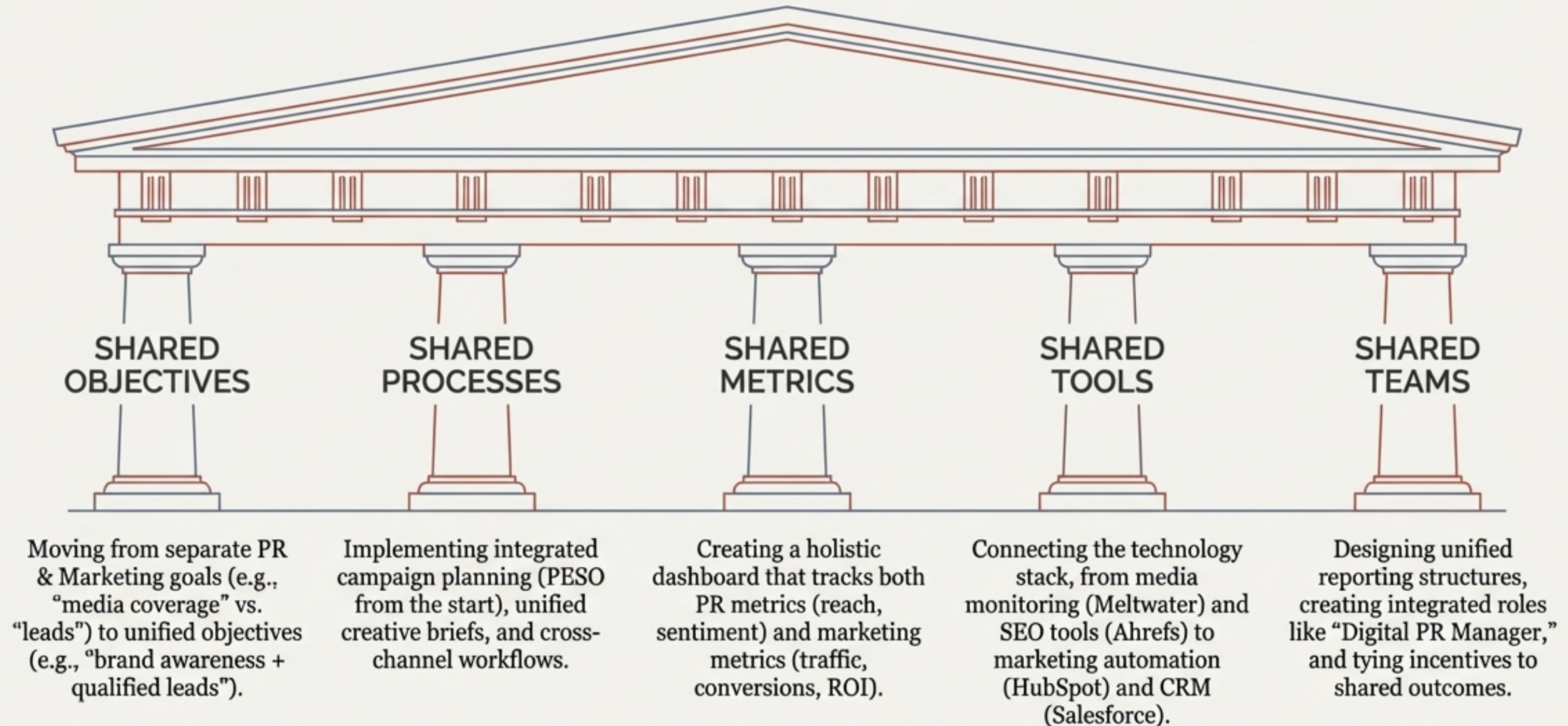# Deconstructing an Iconic Stunt: 'Fearless Girl'

Audience Insight:
Women in finance, gender equality advocates.

Cultural Moment:
International Women's Day, rising #MeToo movement.

Brand Connection:
Linked to State Street's gender diversity index fund.

Shareability Factor:
Powerful, symbolic visual of defiance and empowerment.

Media Hook:
Physical installation confronting a Wall Street icon.

Success Metrics

4.6 Billion
global impressions.

$7.4 Million
in earned media value.

10x increase
in inflows to the associated fund.

Building the Organisation to Power Integration

The Integration Architecture™ Framework

SHARED OBJECTIVES	SHARED PROCESSES	SHARED METRICS	SHARED TOOLS	SHARED TEAMS
Moving from separate PR & Marketing goals (e.g., "media coverage" vs. "leads") to unified objectives (e.g., "brand awareness + qualified leads").	Implementing integrated campaign planning (PESO from the start), unified creative briefs, and cross-channel workflows.	Creating a holistic dashboard that tracks both PR metrics (reach, sentiment) and marketing metrics (traffic, conversions, ROI).	Connecting the technology stack, from media monitoring (Meltwater) and SEO tools (Ahrefs) to marketing automation (HubSpot) and CRM (Salesforce).	Designing unified reporting structures, creating integrated roles like "Digital PR Manager," and tying incentives to shared outcomes.

Case Study: SAP's Integrated Communications Engine

The Structure
Merged PR and Content Marketing teams under a single Chief Communications Officer.

Shared Objective
A unified goal to "Build SAP's reputation as an innovation leader."

Shared Process
All campaigns are planned using the PESO model from day one.

Shared Metrics
A single dashboard tracks earned media, SEO performance, social engagement, and pipeline contribution.

The Business Impact
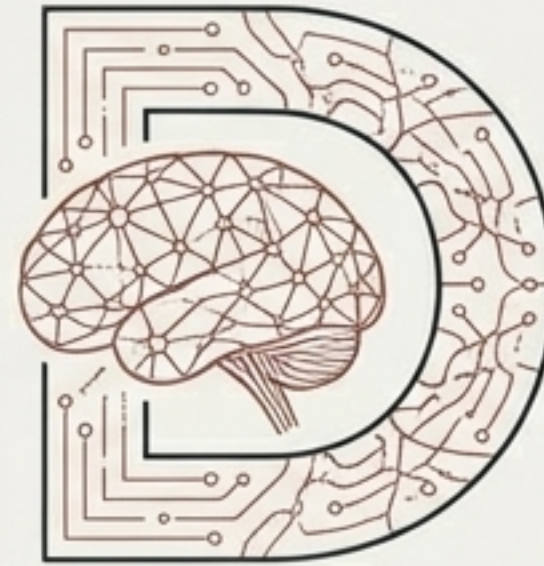
40%
increase in content effectiveness.

25%
reduction in duplicated efforts and resources.

A Unified System with Diverse Applications

Education

DPRI Method™ IP

Publishing

Consulting

The DPRI Method™ Universe is more than a theory; it is a complete intellectual property designed for real-world impact across three primary domains:

A University Course Roadmap

A comprehensive, week-by-week curriculum for training the next generation of integrated communications professionals.

A Foundational Book Structure

A clear, chapter-by-chapter blueprint for a definitive text on mastering digital PR integration.

A Consulting Services IP

A powerful toolkit for diagnosing organisational challenges, building strategy, and delivering high-value training and implementation.

Ready to Deploy as a Course, Book, or Consulting Practice

University Course

ADBR613 - Direct Marketing and Digital Public Relations

16-week syllabus covering Foundations, Tactical Execution, Measurement, and a final Capstone project.

Book Structure

"The DPRI Method: Mastering Digital PR Integration"

17-chapter outline organised into five parts: Introduction, Foundations, Tactical Execution, Measurement & Future, and Implementation.

Consulting IP

- **Diagnostic:** Digital PR Maturity Assessment
- **Strategy:** Integrated Communications Strategy
- **Training:** Workshops on Stunt Ideation, Social Listening
- **Implementation:** 90-Day Integration Roadmap

The Complete DPRI Method™ Universe

TIER 0: Core

- 1. The DPRI Method™

TIER 1: Foundational

- 2. Three-Way Comparison Framework™
- 3. Systematic Correlation Model™
- 4. PESO Integration Stack™
- 5. Integration Architecture™

TIER 2: Tactical

- 6. Stunt Ideation Canvas™
- 7. Signal-to-Strategy Loop™

TIER 2: Tactical (continued)

- 8. Crisis Response Matrix™
- 9. Moment Marketing Trigger Framework™
- 10. Authority Amplification Flywheel™

TIER 3: Measurement & Technology

- 11. Impact Dashboard Model™
- 12. Benchmark Compass™
- 13. AI-PR Workflow Stack™
- 14. AEO Pyramid™

It's More Than a Method. It's an Architecture for Thinking.

"The DPRI Method Universe isn't just a collection of frameworks – it's an **integration architecture** for thinking about modern communications holistically."

NotebookLM