

Website for Public Relations

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As new communication tools became available with the developments of the Internet, so they became available to the PR industry.

It also revealed a wider audience for a company's stories and developed new channels for promoting them. With the rise of social media, and especially the growing influence of bloggers, it became clear that PR officers needed to reach out to more than just journalists. However, the road has been rocky, and traditional PR has in some instances struggled to cope with the new rules of engagement.



The most important component of successful public relations is listening to your customers

They are telling you not only what they want but also how well your message is being received.

If PR is about connecting with your customers, it should also be about responding to them by engaging them in conversation in the channels where that conversation is taking place.

Web PR allows you to build your own voice. Though you cannot control the message, you should lead the conversation through transparent communications.

Tom Foremski (February 2006)

“Die! Press Release! Die! Die! Die!”

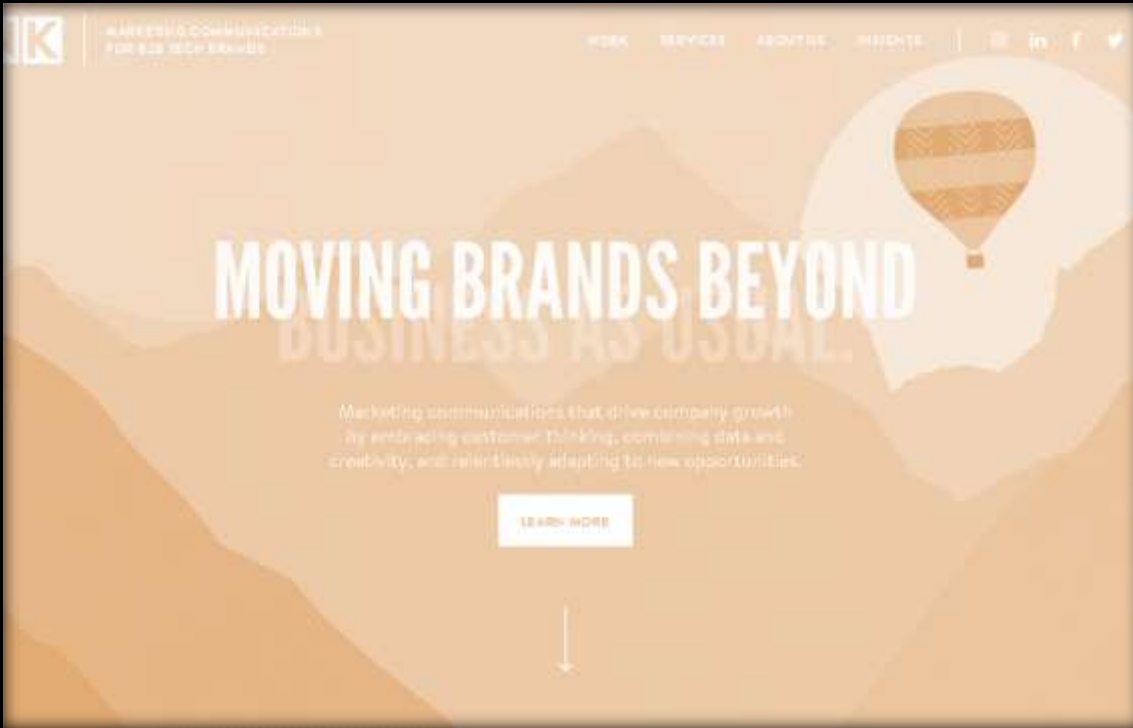
I’ve been telling the PR industry for some time now that things cannot go along as they are... business as usual while mainstream media goes to hell in a hand basket.

Online Reputation Management (ORM)

Will enable a company to listen to what is being said about it online. Particularly important is to regularly monitor all channels that a customer might use to contact or talk about a company. This includes forums and consumer action websites, as well as personal blogs. Not only does this allow a trend in general sentiment related to the company to emerge, but it will also highlight issues that need attention and areas that are being orchestrated successfully.

ORM and WebPR

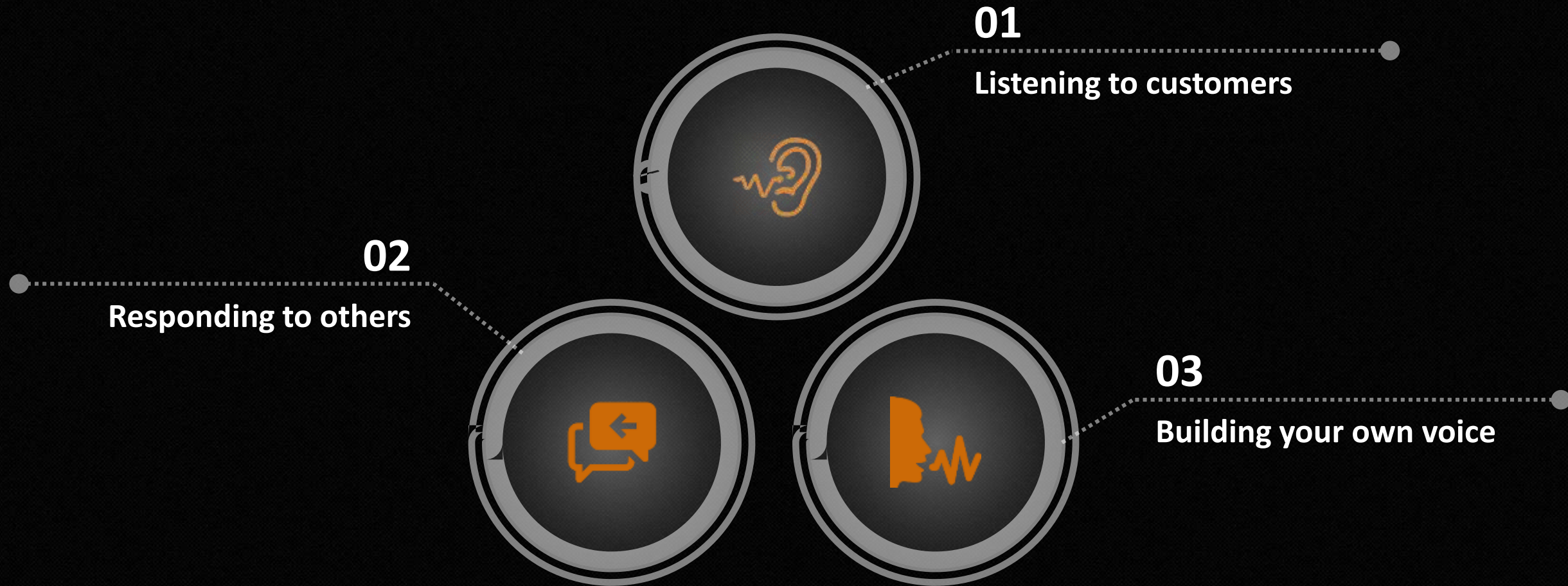
ORM described the tools that can be used to find out what is being said about a company online.



A key function of WebPR is to respond to those conversations with a consistent voice.

Consumer-generated media can and must be responded to. Being publicly available, and publicly searchable, means that consumer-generated media (CGM) form part of the public perception of a company.

Best Use of WebPR



The Best Ideas to Use Your Website As A PR Tool

Wendy Dessler

The public relations business is always changing and evolving.

Not that long ago, experienced PR firms focused their efforts on television and print media. Using websites to reach a broader audience was barely a thought when the Internet was in its infancy.

Things have changed dramatically. Print media is on a downward trend – although it's still a valuable PR tool – and reaching a wider audience through social and digital media has taken off like a rocket.

Unfortunately, just having a website to promote your brand isn't going to be enough. Across the world, there are millions of companies vying to gain online attention, and possibly thousands of companies directly competing against you in your industry or an adjacent one.

How do you turn your website into an effective PR tool?

Solving Your Website Identity Crisis

Many business owners fail to grasp that their website is a business asset. Most tend to look at it as a project instead of the dominant public relations machine that it should be. It should be a well-crafted piece of collateral created by expert programmers using professional development tools. Once and for all, it's time to solve your website identity crisis. Stop looking at it as a project that you can get to whenever you have a spare moment. Instead, embrace the influential capabilities of your website, and use it to put your brand on the map. When combined with social media, authoritative website content can and will be shared on multiple social channels across the web. If your content is high-value, high-energy, and entertaining, you'll easily expand your audience, bring in new customers, and make your brand an authority in your market.

Building a Better Website Using Social PR Secrets

01

- ❑ Treat every page like a homepage

02

- ❑ Using geolocation to reach a wider audience

03

- ❑ Create an online newsroom for your brand

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Each year the Web Marketing Association names the Best Public Relations web site as part of the annual WebAward Competition. Since 1997, the WebAwards are recognized as the premier industry based Website Award program in the world.

Here is your chance to stand out from your competitors and win the recognition you deserve while receiving valuable independent feedback on your development efforts.

[Click here to enter your Website into the Web Marketing Association's 2017 WebAward Competition.](#)

Best Public Relations websites are selected by judges who review the entered websites using the seven criteria below:

- Design
- Ease of use
- Copywriting
- Interactivity
- Use of technology
- Innovation
- Content

As a participant, you will receive:



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WEBSITES | Michael Del Gigante

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The Voice of Public Relations

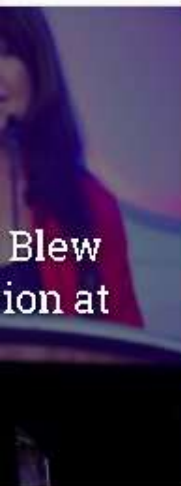
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Ronn Torossian

OCTOBER 4, 2019

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A Little Locnest Love

ReimaginePR

OCTOBER 4, 2019

We were so grateful to spend time with Steven who shared his story with us. Check it out, won't ya? The post A Little Locnest Love appeared first on ReimaginePr.com.



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"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that you'll do things differently."

