

Phillips MediaSource WhitePaper

Managing PR Disruption

The only thing that's permanent is change. Technology is causing great disruption causing with regard to how marketing and PR are is carried out. Culture is driving strategy and does trump egos. No more cold emails

Shannon Byrne, content and PR manager of Mention, offers clarity. "PR practitioners had to quickly adapt their strategy to the fast-changing industry. They had to shift their objectives from "find a hook and email as many journalists to write about their clients as possible" to "find where their audience is, build meaningful relationships with them, prove value with relevant and interesting content, then pretty much deliver it to their doorstep."

Here are 4 examples of how to lead your PR through this disruption:

- 1. Now, everyone is a contributor.** If you take a look at *Entrepreneur, Inc.*, or *Fast Company*, you'll notice that many authors are actually contributors — Founders, CEOs and CMOs.
- 2. Publications want to push thought leaders.** They want to publish work by people with large followings. After all, publications need audiences too.
- 3. Company or institution blogs are becoming mainstream publications.** Companies are simply looking to create value and thought leadership within their field. Even the big dogs have skin in the game, with corporations like GE hiring journalists to develop and publish content for them on their own branded sites.
- 4. DIY distribution has become not only "a thing," but a necessity.** Promote your content across social more than once (without being obnoxious). Post it to relevant forums, LinkedIn Groups, Facebook Groups, share it in your newsletter, send one-off emails to key influencers who would find it interesting, etc.
One best practice is to send your piece to an influencer for edits or recommendations before publishing, giving them credit for their help in the published piece. Not only does this improve your article, those influencers are also now more likely to share it with their followers.

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