



NEW RULES OF PR

A Guide to Modern Publicity

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New Rules of PR: A Guide to Modern Publicity

Historically, the popularity and use of free publicity increases when the economy tanks. In the midst of this seemingly extended downturn, PR is certainly gaining priority in the business-to-business marketing mix. At the same time, PR is changing significantly. So how can you refine your PR to realize greater results?

This guide will examine how PR has changed and how your PR program can change to leverage new PR opportunities. Next, we'll focus on the specifics of PR distribution options.

PR HAS CHANGED – HAVE YOU CHANGED YOUR PR?

So, how has PR changed? Not to overstate, but PR has changed more in the last few years than in the last 30 years combined. How? The changing roles of journalists and marketing practitioners and the rapidly increasing use of social media in PR.

No doubt, the recession has taken a toll on journalists with layoffs and those remaining have greater workloads, tightening budgets, and added responsibilities of writing for multiple mediums. According to the 2010 [PRWeek/PR Newswire](#) Media Survey, 59% of traditional (print) journalists are the author of a blog and are also expected to contribute to online news, Twitter, and other channels.

With a greater workload, the research tools used by journalists might identify opportunities for marketing practitioners. Not surprisingly, Google and other search engines rank highest. 95% in 2010 per the PRWeek survey, followed by company websites (93%), Wikipedia (47%), newswires (36%), social networks (33%), and blogs (32%).

SOCIAL MEDIA EMERGENCE

While the hype of social media pervades marketing practitioners, the use of social media for publicity is growing rapidly and becoming a major part of both journalists' and practitioners' PR activities.



According to the survey, in 2010, 79% of journalists had a Facebook profile, 46% had a LinkedIn profile, and 58% had a Twitter profile. Only 11% had no profiles. Twitter realized the most dramatic increase from just 22% in 2009.

In addition, 43% of PR practitioners use social networks to pitch media, with 76% using Twitter and 49% using Facebook. One of the key reasons practitioners use social media – search engine results! Often posts to social media channels rank higher than even company websites for key search terms. And as noted above, journalists use search engines 95% of the time for research.

A discussion of PR and social media would be incomplete without acknowledging the growing importance of blogs. Per above, 59% of traditional (print) journalists write blogs. In addition, 45% of journalists have quoted a blog in an article and journalists use both general blogs (24%) and company blogs (23%) for research. On the practitioner side, 66% are targeting bloggers more than before. *“The corporate, brand or subject matter blog can be the hub of an integrated PR program, using social media channels for distributing blogposts and other news,”* suggests Neil Brown, Managing Partner of [Modern Marketing Partners](#).

THE NEW RULES OF PR

So what are the implications of the changing PR landscape to practitioners or client-side marketers? Clearly, PR strategies and tactics should embrace these changes and leverage the opportunities.

“Now more than ever, practitioners should be deploying blogs, Twitter, Facebook and YouTube profiles, Wikipedia pages, and Bookmark/Share links on website pages. The blog and all profiles should be linked to the website, which should have RSS feeds. News announcements should be formatted to include links to these assets and other relevant information sources,” shares Neil Brown, Managing Partner of Modern Marketing Partners. *“The integration of PR and social media delivers powerful results that make both tactics more critical to the marketing mix. Publicity is a key source of content for social media, and more than ever, content is king.”*



Modern Marketing Partners has seen a lot of success in implementing PR solutions for their clients. The Construction Marketing Association (CMA) is a good example of effective PR and integrated social media execution. Heather Hawes, Program Manager for the association sums it up, *“Just a couple of years ago, we would email a news announcement to trade editors. We still distribute to trade editors but we also post news on our websites and blogs with RSS feeds, use Twitter, Facebook, and social bookmarking tools to distribute the news and submit to free news distribution services. If the news item is big or strategic enough, we will submit to paid distribution services. Finally, we can measure placements with alerts and searches. Its faster, deeper, and more measurable.”*

What are your PR experiences? Please be sure to share your comments at <http://www.modernmarketinguniversity.com/>.

NEWS DISTRIBUTION TIPS

As you might expect, there is no “silver bullet” or single solution that addresses all needs. Most marketing practitioners use a combination of approaches for getting news and PR releases in front of editors and influencers.

“Distribution services increase news reach and placements, particularly across the internet and with blogs that would be hard to identify,” adds Neil Brown.



No question, there are more PR distribution service options than ever. The following table lists some of the top news distribution services that range from free to substantial fees for more value-added services. The table includes Modern Marketing Partners ranking based on quality, cost, distribution and Google PageRank.

#	Name	Fees	Distribution Network	PageRank
1	PRWeb	\$80	250k RSS, 30k journalists	PR7
2	BusinessWire	\$395-\$675	Nat'l/Regional Selects/200 Industry Selects	PR7
3	PRNewswire	\$415-\$715	85,000 registered journalists	PR7
4	Marketwire	\$285-\$485	300k RSS, 8k news & broadcasts	PR7
5	24-7 Press Release	\$0-\$49	60,000 editors/journalists/bloggers	PR6
6	PR.com	\$0-\$199	Vertical Industry Selects	PR6
7	Cision	\$250-\$350	300k outlets/Monitoring	PR6
8	Vocus	\$380	250k RSS, 30k journalists/bloggers	PR6
9	Free-Press-Release.com	\$0-\$30	Country and Industry Selects	PR5
10	1888PressRelease.com	\$0-\$29	Websites, RSS Feeds,Blogs	PR5

So which service should you use? Per above, depending on the importance of the news, you may opt for free distribution for minor releases, to the highest level of services for news that requires the broadest distribution, or specific features like financial disclosure compliance which BusinessWire and PR Newswire both support.

Our staff often uses a combination of free and paid, thus ensuring that multiple news sources will pick-up the news.

MMP ranks PRWeb highest by virtue of the combination of reasonable fees, broad distribution and high Google PageRank. Upon review, Businesswire and PR Newswire are the top-end services and very similar. Although, Businesswire pricing is more reasonable for smaller clients.



We have experienced excellent search results using 24-7pressrelease.com and Free-press-release.com. After this exercise, we are inclined to further evaluate PR.com.

Following are some additional services we found but did not analyze. In the meantime, what services do you prefer and why? Again, please comment on our blog at <http://www.modernmarketinguniversity.com/>

#	Name	PageRank	#	Name	PageRank
1	Newsire Today	PR6	7	PR Leap	PR5
2	Press Release Network	PR6	8	PR Zoom	PR5
3	Thomas Net News	PR6	9	Pressbox.co.uk	PR5
4	PR Log	PR6	10	Free Press Release Center	PR4
5	PR-Inside	PR6	11	EcommWire	PR4
6	ClickPress	PR5	12	PR Free	PR4

Modern Marketing Partners is a full service marketing and communications agency specialized in the integration of traditional marketing and digital media for breakthrough results. For more information, visit our website www.ModernMarketingPartners.com, or call Neil Brown at 630-710-4710.

