

PR & CONTENT MARKETING

Tactics That You Need to Know

When used together, PR and content marketing make a powerful combination. Want to know how to merge these two strategies? Here are 8 powerful tactics that will help.



1 AMPLIFY CONTENT

Content marketing may help you to create killer content, but PR can help you to precision target it to reach your audience. PR helps you to know what topics interest your audience, but also where to publish it for best results.

2 CREATE A CONSISTENT BRAND MESSAGE

To be effective, your content marketing strategy needs a key message. PR pros know how to position your brand and convey your values, identity, and personality in a way that is most likely to resonate with your audience.

3 FIND CONTENT INSPIRATION

Make sure that your content will have the greatest impact on your audience by doing your due diligence. Check out forums like Reddit, Quora, and social media to see what is trending and then make it your own.



4 KNOW AND USE WHAT'S HOT

When a story is trending, you know that there's an audience for it. Instead of looking at a trending story as a missed opportunity, discover the potential for you to make it your own -- and make it better than before!



5 BOOST YOUR SEO

Link building has long been a PR tactic, but it can also be used to give more visibility to your content. Look for ways to make your content more linkable with unique and valuable content. Use PR connections to get high authority sites to link to your content and get onto Google's first page

6 NURTURE JOURNALIST & INFLUENCER RELATIONS

Journalists and influencers are a key way to accelerate your content marketing strategy -- and PR pros have an expert touch at nurturing relationships with these content players.



7 ESTABLISH TRUST WITH YOUR AUDIENCE

Nothing attracts a more loyal audience than trust. You need your audience to trust your expertise and the quality of your content so that they keep coming back. And no one knows how to build trust like public relations professionals.



8 BECOME A THOUGHT LEADER

Thought leaders are industry experts -- the gurus people turn to to keep up on the latest trends, best recommendations, and insights. Smart PR tactics will position you as a thought leader that your fans and followers will come to rely on to stay in the know.

