

PR 2.0

Journalists, Influencers, Internal and Customers/Distributors

to boost your audiences

The world is changing... but is it changing for the better? We are way beyond faxing, and the days of the standard, plain text press release are fading fast. With a wealth of new, user-friendly tools at our disposal, a more holistic approach to media and public relations is essential. The value of a well-constructed PR strategy has been proven time and again, and the effectiveness of individual campaigns can be monitored and tracked.

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Epresspack, the leader in the digital newsroom space, is proud to present you with the ultimate guide to PR.2.0, or ePR. Enjoy it ...it's on the house!



Look after your posture

We've all heard it before, and it's true: content is the very backbone of marketing and communication. Like the spine, content operates in an ecosystem, providing essential structure while facilitating vital interaction between the essential organs (marketing, communication, PR, advertising...)

Balance is important. Your backbone should be the central core around which your ecosystem pivots.

Create

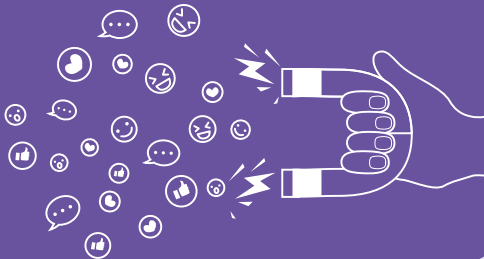


The objective is to be stable and strong while remaining versatile and responsive. How? Start with the basics - a thorough assessment of what has been done before, some serious consideration on what remains to be said, combined with time for reflection and a dedicated budget. With a solid body in place, you can then breathe life into your project using digital tools and methods to begin to move, to pick up momentum, to go forward.

Tell your story

It's Only Words, to quote the Bee Gees. Easy for them to say! The story you're about to tell is going to involve some hard work. Narrative, message, story arc: it all has to be crafted and crystallised. It will need to be omnipresent once you've launched your project: in the business-plan, in the sales department, in human resources and across social networks, in artistic direction as well as in your on-line storefront. Not to mention reflected in your brand as an employer, to ensure you attract the right talent, and right through to customer service.

Create



Is content really king, as Bill Gates said back in 1996? No question. Bill also said that no company is too small to participate. In the beginning was the word, and the digital transformation is merely a transformation of media. The underlying power of the word has not diminished, although you may want to consider how you tailor those words to suit your varied audiences.



TIPS: To boost your audience, you need appropriate formats created using flexible software. A state-of-the-art digital newsroom can automatically generate HTML emails: imagine the time you'll save!



Focus on the essentials

Having crafted and adapted your beautiful prose, turning it over to the 'robots' of new technology can feel like a loss of control. Nothing could be further from the truth. The use of content management systems (CMS) does not dehumanise the profession. PR.2.0 merely delegates the arduous and repetitive tasks to the digital newsroom. Other departments of your company already do this, with automation software for customer relationship management (CRM) or prospecting. The digital newsroom is a software suite, a tool for working with journalists, influencers and the broader network of partners, distributors, staff and even customers themselves. You decide who gets access to what.

Add a schema, a graphic animation, a high-quality photo (one of your own or one of thousands of stock images available via providers like our partner Getty Images). You decide. Your key message is changing? Your content needs to reflect a shift in focus? Simply archive and classify your old content - who knows when you may need to get your hands on it again?

Your expertise remains vital, but now you have the tools to truly capitalise upon it.



Saving time

Hire a lazy person to do a hard job. That was Bill Gates' suggestion, because the lazy person would always find an easier way to complete the task. The modern PR professional is anything but lazy, working at full capacity to stay on top of seemingly endless, time-consuming micro tasks. It's a tough job, and can at times feel thankless.

Help is at hand. Stewart Butterfield, co-founder of Flickr and CEO of Slack, an internal communication platform, explains: "Digital communication makes it possible to free up time and energy used on direct communications, which can then be refocused on topics that require more nuance".

This is precisely what your digital newsroom can do: it helps you quickly and efficiently send your content to a highly qualified contact list, refined via Cision (epresspack partner). That leaves you more time to create and nurture relationships. PR 2.0 is a game changer, without threatening the craft. #meeting #real #human.



TIPS : A good CRM tool lets you approve inbound connection requests and add schemas, photos or videos to your outgoing content, streamlining your workflow.

Give meaning

Thomas Jefferson, third President of the United States, used the words "public relations" as early as 1807. Delivering a sincere, coherent story to present a brand is something that PR has been doing for a very long time. Simply put, a content delivery strategy is knowing what to say, to whom, how, and when. Salespeople, contributors, prospects - everyone wants to hear more of a good story, beautifully told.

Disseminate

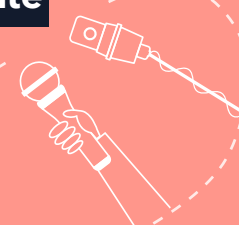


"Consumers are experiencing a growing need for quality content presented in new formats," explains Antoun Sfeir, CEO and founder of epresspack. "Marketing is based on content, narrative or "stories" of brands, and on public interaction with that content, two areas where PR professionals are experts" says the CEO who is, like all CEOs, always right (we're kidding).

Engage in dialogue

Influencers: the new rulers of the world? There's really nothing new here. James Dean started his career in a soda commercial in the 1950s. What has changed is the diversity of influencer profiles and their visibility, amplified by social networks. Starting a conversation with influencers and journalists, and thereby indirectly with all those who pay attention to them, is still a great idea.

Disseminate



"Journalists, influencers, bloggers and Instagrammers publish relevant content on different platforms, reaching audiences across the web, social media and printed media" summarizes Antoun Sfeir, epresspack's founder and CEO. PR is about creating and distributing all types of information to a target audience with press releases, photos, videos, blog posts, events. Keeping the target's interest, engaging with them, that's still the goal. Using the right tools just makes it easier.



TIPS : A digital newsroom is much more cost-effective than a website, and it manages fast, agile content distribution to a qualified target audience.



Analyse

Numbers talk

As digital experts are well aware, everything can be measured nowadays. Website analytics services are commonplace, and click-through and conversion rates are a standard part of any e-commerce company's arsenal. Communications professionals, too, are no longer tied to their inbox to find out who's responding to the latest press release or who liked their Facebook post.

The advantage of the digital newsroom in ePR is that it provides performance indicators that can be collected in a single click: who downloaded which attachment, who retweeted, how many are following on Instagram, who should you invite as an expert contributor to the brand's blog.

With the monitoring of key indicators made easy, content creation and distribution can be fine-tuned whenever notable reactions are spotted, in real-time. Above all, you can finally relax and talk about return on investment (ROI).



Analyse

Stay agile

How can you analyse the effectiveness of a message or a visual? How certain can you be that the right target audience was selected? As a communications manager, a PR director or head of marketing, these are questions that you need to answer. With ePR, you must avoid drowning in a sea of data.

Today, we all receive an amount of information that is impossible to process; it's called "infobesity" or information overload.

Not overwhelming an influencer with irrelevant elements is good practice, because by accurately defining your target you immediately reduce the noise, both for you and for your audience.

With a digital newsroom, you know who is covering which story, who opened your email and who downloaded your multimedia asset. You have everything you need to accurately analyse the effectiveness of your strategy.



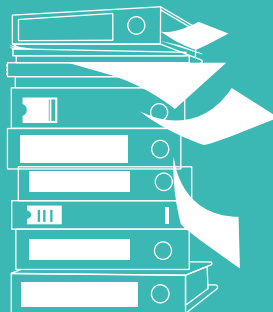
TIPS : Monitoring and analysing your data means you can put forward the figures that speak for your achievements. This brings value to the communications team and closes the circle on its 360° approach.

Nurture your story

How can you tell your story today, without your voice being lost in the millions of others clamouring for attention? By finding something truly meaningful. Something distinctive. By shining a light on the origins of the project and explaining how one day, a great idea germinated and bloomed. History can't be ignored when defining brand identity.

Heritage brands know this, offering a compelling account of past achievements and a know-how that speaks to quality and tradition.

Archive



Taking a trip down memory lane to mine your own brand's rich history can be a difficult and time-consuming process if historical content was not correctly archived. A digital newsroom is designed to allow you to simply and clearly archive your older content, which can later be reworked into gold.

Mastering your data

Filing, sorting.... archiving is a chore and it's a methodology we're not all experts in. We muddle by as best we can.

Luxury and heritage brands allocate significant budgets to keep track of past achievements.

Archive



But they are not the only ones who need a clear view of their past: when a new marketing or communications director joins a start-up, he or she should be able to view all prior communications with a single click. Each distribution says something about the company, its projects, its brand message. The epresspack reference database is easily accessible. Saving time, once more!



TIPS : The digital newsroom is used to create a centralised content base, across all formats (videos, photos, texts, posts...). It also securely archives this content. What could be better?





DIGITAL NEWSROOM

from epresspack



A press room is traditionally a place where the media gather to receive and validate information. For a company, having a 100% online newsroom can help to create, manage and distribute all forms of content (press kits, press releases, HD video and photos, etc). These multiple and varied contents are made available to journalists, influencers or collaborators. The newsroom also offers data analysis, which can help you to improve your SEO, while also providing a secure archive facility.

3 good reasons to choose the epresspack newsroom

1

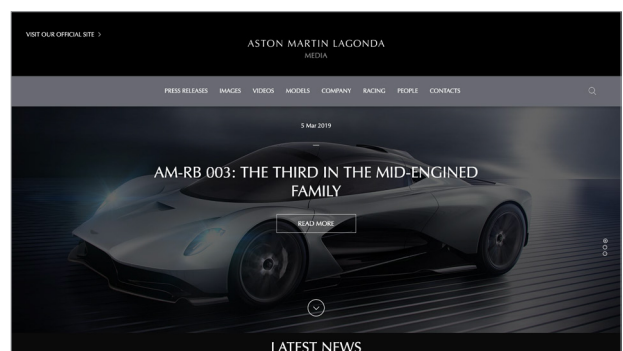
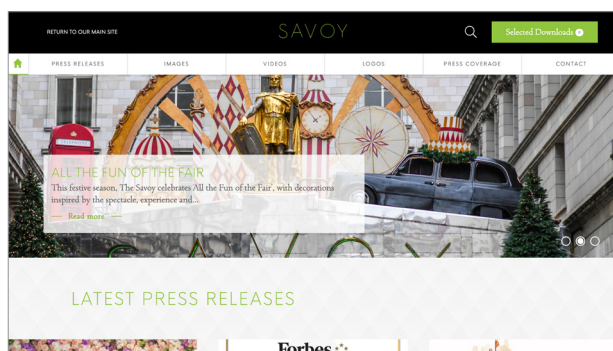
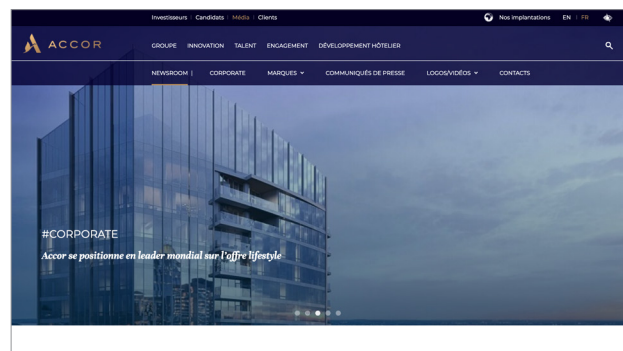
To boost your journalist and influencer audiences. In 2017, the ING newsroom boasted 29,000 unique visitors. One year after the deployment of the new version of the newsroom, the number of views had risen to 45,000.

2

Because it is customisable. Our content distribution platform is **fully designed to integrate with all web environments**. It speeds up the digitisation of brand communication. It allows the **scheduling of the transmissions, file management, and results analysis**. It is much more than a press relations tool.

3

Because it makes social networks easy. A newsroom **easily shares content in a multi-channel and audience-targeted fashion**, from press releases to enriched e-mails, on Facebook, Twitter and YouTube as well as on Instagram or Pinterest.





What can an epresspack digital newsroom do for you?

EPRESSPACK PLATFORM = "ALL-IN-ONE TOOL"



CREATE

- Boost the digitisation of your brand's communication.
- Enhance your media content and make it responsive.
- Automatically generate HTML5 emails.



MANAGE

- Target your mailings by audience (integrated CRM).
- Manage your events (RSVP, VIP lists, etc).
- Integrate and manage your internal or external contact data (Cision, etc).



DISSEMINATE

- Distribute your content whenever you want (distribution scheduling).
- Publish through the channel of your choice (LinkedIn, Facebook, Twitter, YouTube, Instagram, Pinterest...).



ANALYSE

- Improve the natural referencing of your communications (SEO help centre).
- Integrate an intuitive Analytics tool.
- Analyze your downloaded content results and global targets.



ARCHIVE

- Store your content safely for the long term.
- Create a referenced content database.



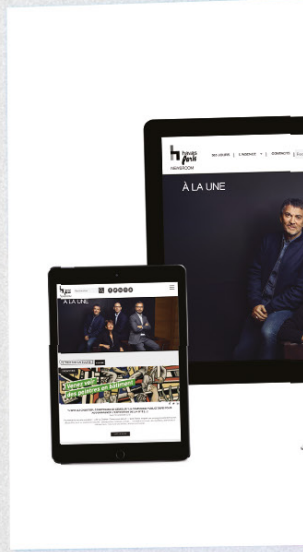
bpi**france**



iCandy



SAVOY



havas
Paris

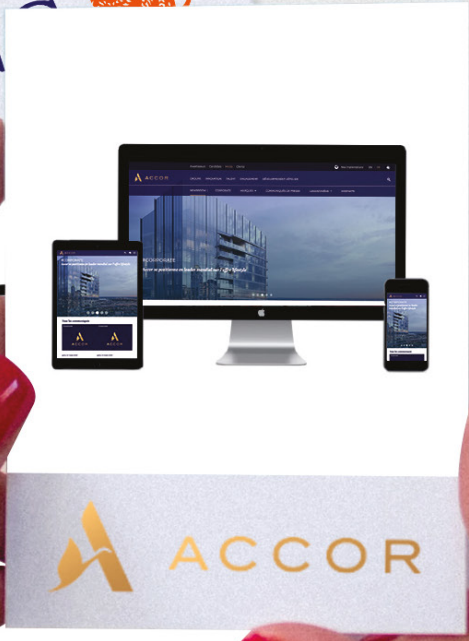


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