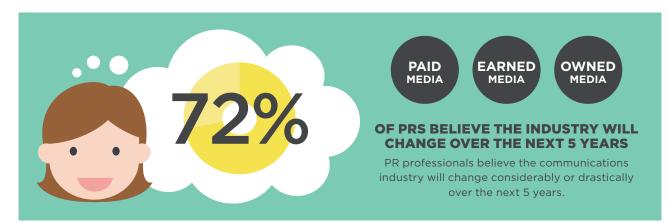
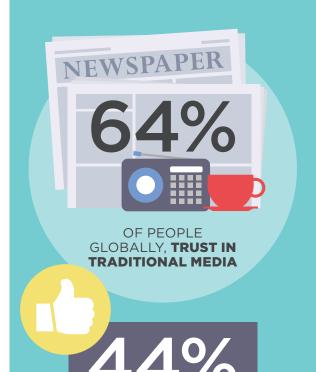
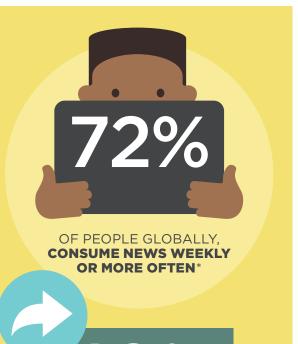
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## PR IRENDS IUP **FOR 2019**











OF PEOPLE GLOBALLY, **TRUST SOCIAL MEDIA** 



OF THIS GROUP ALSO SHARE **OR POST CONTENT SEVERAL** TIMES A MONTH, OR MORE



# **OVER**

OF MARKETING AND PR PROFESSIONALS RANKED DIGITAL STORYTELLING AS THE **MOST IMPORTANT INDUSTRY TREND** IN THE NEXT FIVE YEARS.



**REASONS WHY EDITORS REJECT CONTENT PITCHES** 



#### CONTENT ISN'T **A FIT FOR THEIR AUDIENCE**

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#### SOURCES:

- \*According to the 2019 Edelman Trust Barometer, 72% of people consume news globally about weekly, or more
- www.edelman.com/sites/g/files/aatuss191/files/2019-02/2019\_Edelman\_Trust\_Barometer\_Executive\_Summary.pdf • www.inc.com/john-hall/7-pr-trends-that-should-be-on-your-radar-in-2019.html
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