CHANGING ROLE of the PR AGENCY

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The Next Gen PR Agency: discover the evolution of communications

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An evolving market: flexibility and consistency

The past decade has brought about incredibly rapid change in the world of communications giving cause for more unanswered questions than certainty.

At a superficial level, it's clear that news consumption has shifted radically from a paper-based model, whose rhythms were already break-neck, to a spasmodic near-real-time pace that leaves little time for verification and fact-checking. Needless to say, when the race to get the news out first is played out in a matter of minutes, rather than hours or days, facts are likely to become the first casualties, more importantly, public trust will be the second.

So, what does this mean for PR?

That getting information to the target audience is more complex than ever before and ensuring that both the channel and the format are appealing, aligned with expectations and trustworthy is no longer a matter of getting coverage in the leading nationals or industry verticals; it's about combining flexibility and consistency.

Consistency in message, brand, positioning and quality of content is key and this eBook explores some of the ways that traditional press placement has become an add-on to a much more varied and flexible range of communications skills.

New channels

Disillusioned, time-poor readers are increasingly turning to new channels for news and information, whether regarding geo-politics, the love life of the stars or business information on tools and consultancy services. TikTok, YouTube and LinkedIn are not responsible for protecting their viewers from fake news, yet many still prefer to throw their lot in with their favourite influencers and accept their curatorship of news and information.

Building a complete communications strategy therefore cannot fail to take into account social media content, both in terms of posting and of interactions. Today's PR agencies are therefore increasingly including packages of social media curatorship within their budget and supporting social media managers with copy and content selection that highlights relevant media coverage and builds visibility in key communities.

New audiences

It would be foolhardy to ignore the fact that audiences, not just channels, are in evolution; for starters, there is more consumption of international media than ever before. More and more people speak or read multiple languages and are thus consuming news from different countries and sources. This highlights the need for consistency of messaging at an international level.

At the same time, Millennials and Gen Z require a longer and more information-rich funnel prior to engaging in direct contact with a company. What this translates to is a pressing need for more content for marcomms and more range of content. This is where a skilled PR agency can step in with the right copywriting skills and flexibility, ensuring comms campaigns are consistently mirrored across the press, social media, marketing collateral, direct emails and so much more.

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Internationalisation

We briefly touched upon increasingly multi-lingual audiences. Twenty years ago it was possible to silo messages that were tailored to a specific market, this is no longer plausible, and in fact this seepage between cultures and languages should be leveraged!

A truly international communications agency can help you leverage their knowledge of the global media landscape thus ensuring that your brand is consistently represented across its key markets, bestowing international recognition and lustre to your operations while helping you enter key international vertical awards or supporting you at industry events that have global clout with targeted communications.

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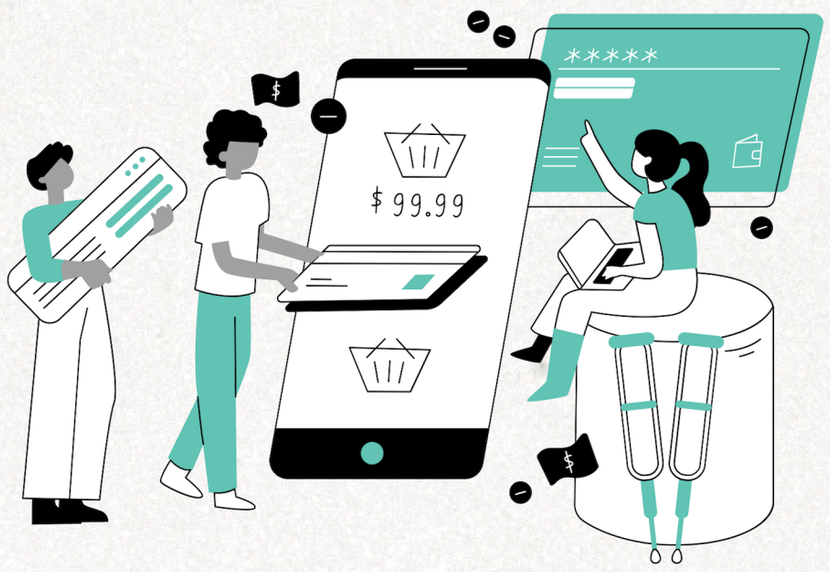
Marketing, Sales and PR

Communications teams have never been more versatile and as such they have also never been more useful to support sales and marketing teams!

From supporting sales by offering relevant coverage, to drafting compelling case studies for social media, or even WhatsApp messaging, the new PR agency is so much more than a press release machine.

Consistent messaging and visibility of marcomms efforts now often rest on the value-add activities provided by the new PR agency: highlighting key industry coverage on the company's social media page, repurposing an award entry shortlisting for a direct email, supporting marketing with newsletter content and ideas... PR agencies can really provide the gel between the measurable lead generation activities carried out by marketing and the brand visibility demanded by sales.



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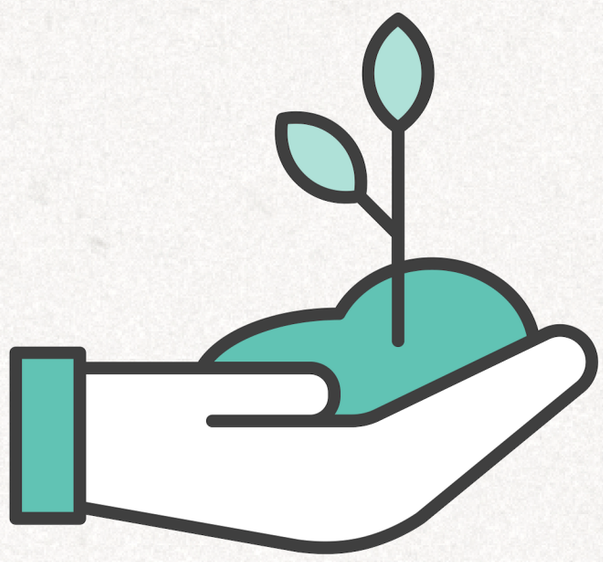
ESG and values

Last but not least we're seeing the marcomms function take a leading role in communicating values and championing CSR initiatives. A supportive agency that has grasped its new role in the evolving communications scenario, will offer support in communicating these values to both internal and external stakeholders, while also supporting the marcomms teams as they navigate the new demands of ESG reporting.



Find out more about Next Gen PR services with OutspokenPR

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