

The benefits of taking PR online

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Nowadays it is vital that you integrate your PR endeavours into your digital and social media strategy. The opportunities for search engine optimisation, relationship management, and broad content proliferation are immense!

Here are three major ways that PR can lift your online presence to new heights:

Search engine optimisation

Lately Google, and other search engines like Yahoo and Bing, penalise websites for having irrelevant or arbitrary backlinks. Gone are the days when you could just purchase a backlink package and hit the first few pages of organic search results.

By distributing press releases and blog content to relevant sites you can greatly improve your ranking by generating relevant, quality backlinks. And on top of this the language that you use in this content can be optimised to match the keywords that are most used in search terms relating to your industry.

Social Media

There are few tools as suited to **crisis management** as social media platforms. An unhappy consumer is likely to post or tweet about their complaint and a quick response from the service provider can turn an unhappy consumer into a life-long, loyal customer. Aside from the benefit of turning the situation around, you also create and entrench the impression that your organisation is concerned about public opinion and service levels.

This is PR gold!

By using social media you create a consistent message **across multiple channels**, ensuring that no matter where a consumer reads about you, they are getting the facts that you want portrayed. Blogs, Facebook, Twitter, Pinterest, Google Plus, and the list goes on, all provide you with an extra audience and communication channel to get the right public image across.

Thought leadership

Getting your company's top people featured in interviews and well-read blogs creates an air of thought leadership. In this way readers come to respect the company based on the knowledge of its individual members.

And by being familiar with the various platforms and their regular contributors you remain aware of industry trends, and differing opinions. This can spur your own understandings even further making your own content richer and more ground-breaking!

So what are you waiting for? [Contact us today](#) and find out how we can use PR and social media to drive consumer awareness of your business!

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