

DIGITAL PR CLASS

Digital Public Relations, a prolog

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Today's Discussion

Konsep PR dalam konteks digital
Evolusi PR mulai dari 1.0 hingga 4.0
Perbedaan Offline PR dan Digital PR
Urgensi Digital PR bagi Organisasi/ Perusahaan

**The Internet is becoming
the town square for the
global village of
tomorrow.**

BILL GATES

The Current Digital PR Landscape



The Elements of Digital Business circa 2015

digital customer journey



omnichannel digital touchpoints



Digital and Social Marketing & Comms



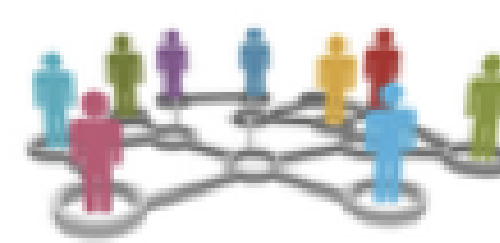
Search



Corporate Site



Mobile Applications



Customer Communities



Open APIs

digital business foundation



E-commerce



Collaborative Economy Services



Employee Collaboration Platforms

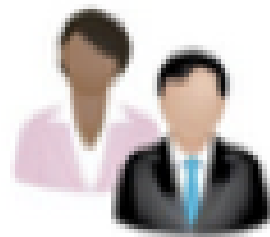


Customer Experience Management



Developer Network, API Operations, Billing

digital business support



Digital Business Leadership



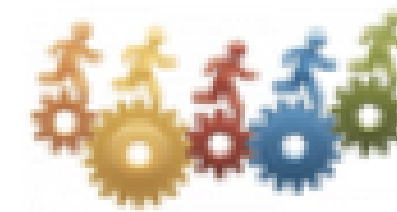
Digital Business Architecture, Security Governance



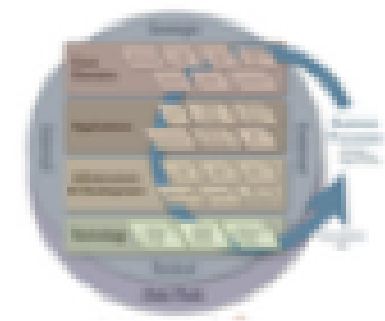
Branding and Content



Community Management



Change Champions



Big Data Analytics

SOCIAL MEDIA **BLOG** SEM
DIGITAL ADVERTISING **WEBSITE**
GOOGLE ADS **MOBILE APPS**
PAID CAMPAIGNS

?

NEWSPAPER ADS **BROCHURES**
OUTDOOR ADS MERCHANDISE BRANDING
IDENTITY BRANDING **POSTER**

ONLINE



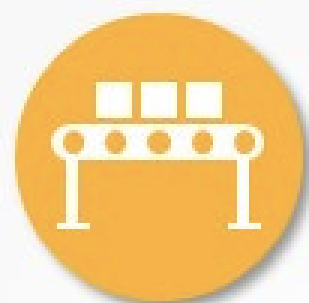
OFFLINE



1784

INDUSTRY 1.0

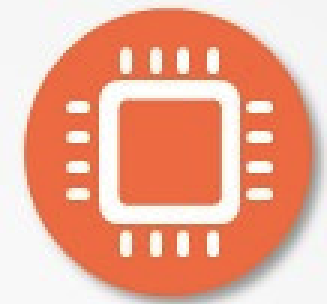
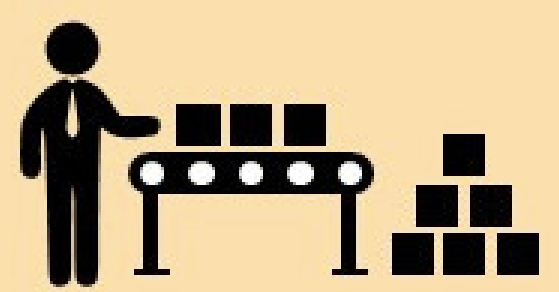
Mechanization, steam power, weaving loom



1870

INDUSTRY 2.0

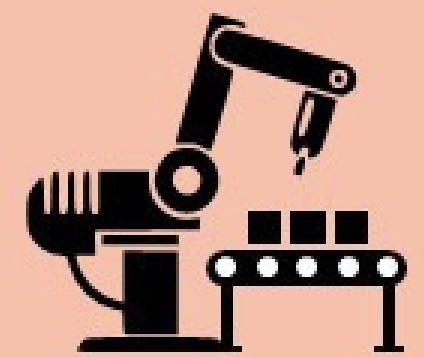
Mass production, assembly line, electrical energy



1969

INDUSTRY 3.0

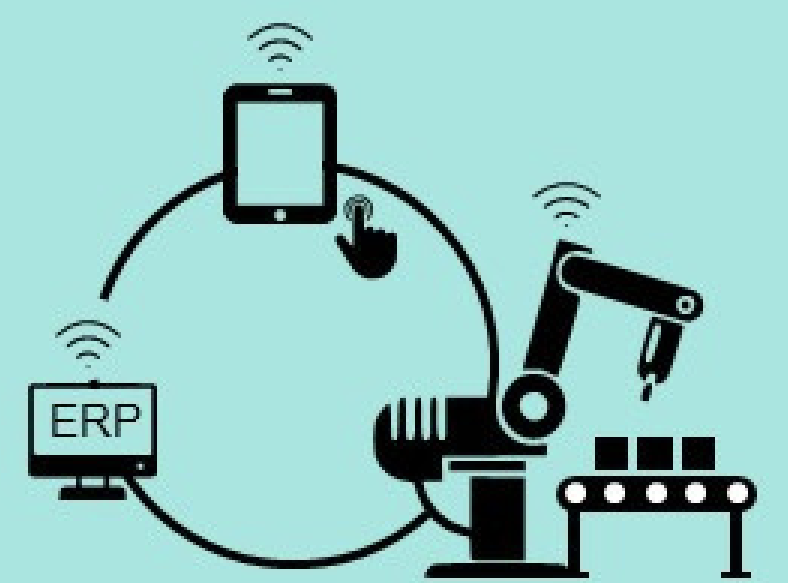
Automation, computers and electronics



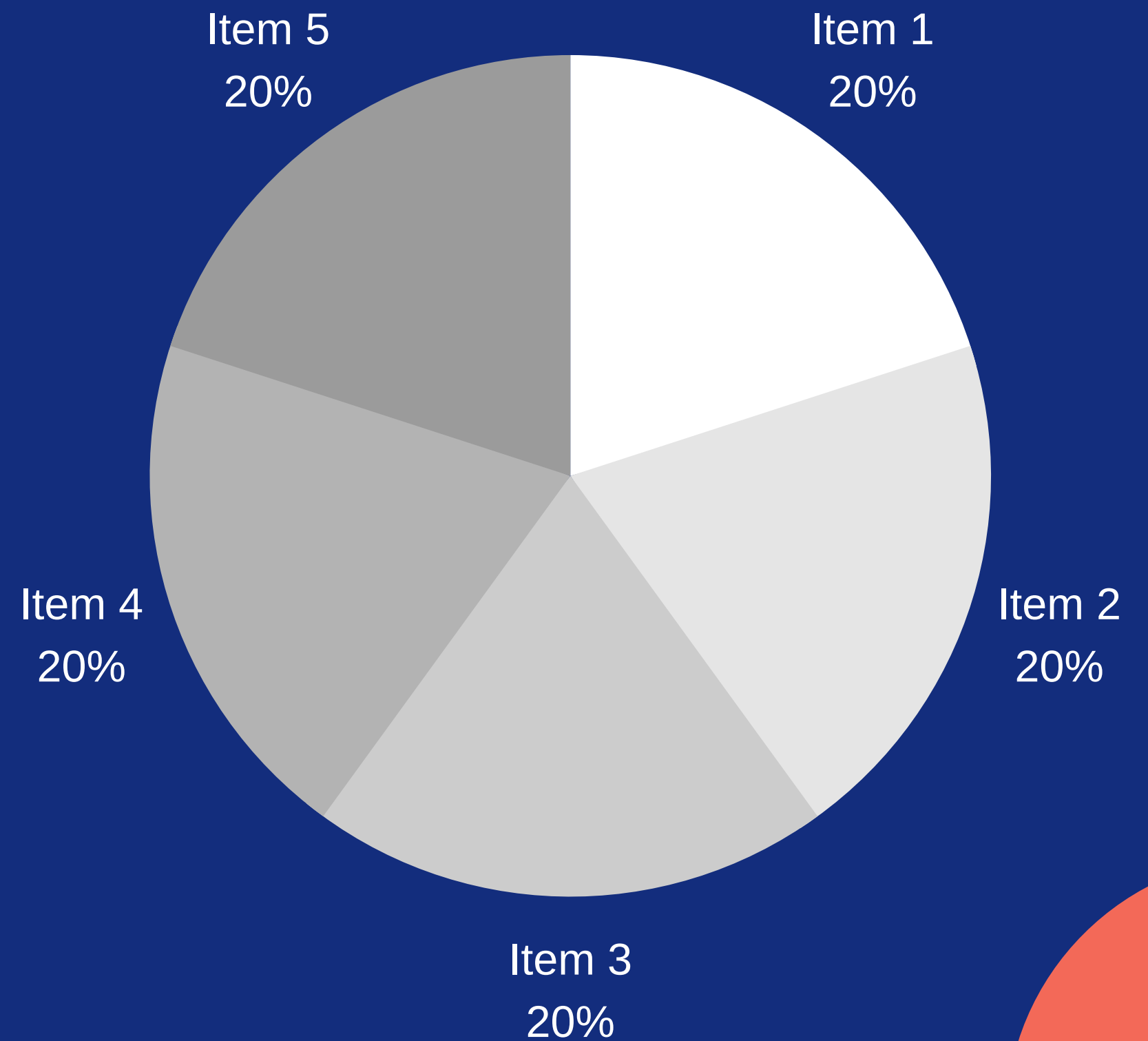
TODAY

INDUSTRY 4.0

Cyber Physical Systems, internet of things, networks



Perbedaan PR Tradisional dengan Digital PR



Traditional PR

Digital PR



TRADITIONAL PR VERSUS DIGITAL PR

 TRADITIONAL PR		 DIGITAL PR
Press, radio, TV, events	OUTLETS	Online publications, blogs, podcasts, social media, events
Journalists, reporters, producers	RELATIONSHIPS	Journalists, bloggers, social media personalities, industry experts
Press releases, interviews, original content	METHODS	Press releases, videos, guest blogging, online content
Brand and reputation maintenance, crisis management	OBJECTIVES	Building credibility and online footprint, supporting SEO
Reputation and crisis management for larger corporates, winning earned media in newspapers and TV	STRENGTHS	Building awareness and credibility for startups and small businesses, growing an online footprint and SEO, clear tracking of results
Can be unsuited to the needs of startups and smaller businesses trying to get established, difficult to measure results	WEAKNESSES	May not be suited to the needs of larger corporates looking to win traditional earned media



PROFILE:

Little or no digital experience. Doesn't use data, digital tools or other new channels to tell the story. Still highly reliant on media as core channel.

AUDIENCE:

Uses 'old school' media database - some still in an Excel spreadsheet.

MESSAGE:

Talks 'at' audiences about 'old-school' company news only their execs care about rather than 'with' your audience.

CHANNELS:

Traditional media - press, radio, tv, magazines plus basic social media (non-targeted or organic only)

MEASUREMENT:

Success measured by traditional column inches, sentiment or other vanity metrics like 'likes' or followers or no formal measurement at all.

PROFILE:

Digital savvy. Understands the power of combining an integrated channel approach to ensure work is optimised for 'Search' and 'Browse' mode.

AUDIENCE:

Uses traditional media + targeted specialist journals + influencers + online experts + segmented audiences who match brand's target audience.

MESSAGE:

Creates authentic, quality content specifically geared for 'Search' and 'Browse' mode for media/influencers and target audience with useful content, not necessarily directly about brand. Solves problems or provides a unique, tailored experience.

CHANNELS:

Uses digital tools/data insights to deliver relevant/engaging experiences across a range of channels to create an omnipresence that builds engagement & online authority across a range of channels.

MEASUREMENT:

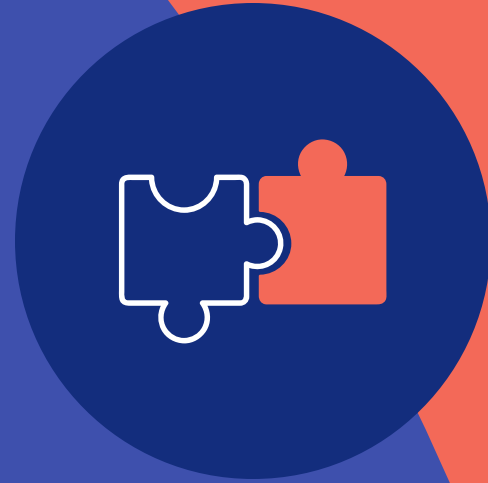
Uses tools such as Google analytics, Domain Authority, backlinks and shares (not likes) etc to measure audience behaviour and success.

**OUR GUIDING
PRINCIPLES**

Digital PR



Engage



Involve



Collaborative

Free Resources

Use these free, recolourable icons and illustrations in your Canva design.

