



— PRCA PRACTICE GUIDES —



# DIGITAL PR



— DANNY WHATMOUGH —



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BY

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INVESTOR IN PEOPLE

*For Mum, Rachel and Marla*

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# CONTENTS

Foreword	xiii
1. Introduction	1
<i>An Industry Slow to Adopt</i>	2
<i>Needed Now more than Ever</i>	2
<i>Societal Shifts</i>	3
<i>Trust and the Decline of the Third Estate</i>	4
<i>Mass Influence is within Reach</i>	5
<i>The Death of Interruption Marketing</i>	6
<i>The Digital Status Quo</i>	6
<i>Towards an Evolved Approach</i>	7
<i>The More Things Change, the More Things</i> <i>Stay the Same</i>	8
2. Data	9
<i>The Role for Data in PR</i>	10
<i>Getting Data Access</i>	10
<i>Understanding Audiences</i>	12
<i>Putting Data Through a Business Lens</i>	15
<i>Data and its Role in Targeting</i>	16
<i>Targeting on Steroids through Social</i>	17
<i>Testing and Learning</i>	19
<i>Reactive Data Insights</i>	20
<i>Building a Data Operation</i>	21
<i>Questions</i>	22



3.	The Digital PR Ecosystem	23
	<i>The Social Shift</i>	24
	<i>Homogenised Marketing</i>	25
	<i>Defining what Success Looks Like</i>	25
	<i>The Question of Ownership</i>	26
	<i>Constructing the Customer Journey</i>	27
	<i>Building a Digital PR Strategy</i>	29
	<i>Drawing the Lines of Battle and Defining The Role of PR</i>	29
	<i>The Role of Content and Creative</i>	31
	<i>Digital Disruption within Channels</i>	32
	<i>Cross-Channel Impact</i>	32
	<i>Campaign Cadence</i>	33
	<i>Making a Case For PR's Seat at the Table</i>	35
	<i>Questions</i>	36
4.	Media Relations	37
	<i>The Evolving Media Bubble</i>	38
	<i>Changing Journalist Priorities</i>	39
	<i>The New 'Journalists'</i>	39
	<i>A Data-Led Approach to Media Lists</i>	40
	<i>Killing the Press Release</i>	41
	<i>Towards a New Media Strategy</i>	44
	<i>The Sell-In</i>	46
	<i>Going Back to Basics</i>	47
	<i>Media Partnerships</i>	48
	<i>Syndication</i>	49
	<i>The Digital Spokesperson</i>	50
	<i>Broadcast, Video and Live Content</i>	51
	<i>Providing Access to Events through Digital Questions</i>	52 53

5.	Social Media	55
	<i>The Social Media Journey for Brands</i>	56
	<i>When Social got Strategic</i>	57
	<i>Who Owns Social?</i>	58
	<i>Developing a Social Strategy</i>	59
	<i>Content Planning</i>	61
	<i>Content Types and Formats</i>	63
	<i>Social Media Targeting</i>	66
	<i>Building and Sustaining a Community</i>	67
	<i>Using Social for Conversion</i>	71
	<i>Real-Time Marketing</i>	72
	<i>Blogging and Enterprise Networking</i>	73
	<i>Questions</i>	75
6.	Digital Content and Creativity	77
	<i>The Battle for Stories</i>	77
	<i>Lead Creative and Matching Luggage</i>	79
	<i>The Value of Insight and Strategy</i>	80
	<i>The Growth of PR Creatives</i>	80
	<i>Immersive Formats</i>	81
	<i>Why Less is More</i>	82
	<i>Agile Content Capture</i>	83
	<i>The Perils of Newsrooms</i>	83
	<i>UGC: Perils and Rewards</i>	84
	<i>Questions</i>	85
7.	Influencers	87
	<i>The Professionalisation of Influence</i>	88
	<i>The Authenticity Balance</i>	89
	<i>The Rise of Data and Importance of Identification</i>	90
	<i>Influencers are not Journalists</i>	92

	<i>Declaring Interest</i>	94
	<i>Collaboration and Co-Creation</i>	95
	<i>Influencers as Content Creators</i>	96
	<i>Building Influencers from within</i>	96
	<i>Questions</i>	98
8.	Digital marketing	99
	<i>The Blurred Lines</i>	100
	<i>The SEO 'Miss'</i>	100
	<i>Digital Services as Part of a PR Campaign</i>	102
	<i>Building a Customer Journey</i>	102
	<i>Proving Value</i>	103
	<i>The Changing Role of a Website</i>	104
	<i>PR as a Contributor to the Marketing Mix</i>	105
	<i>Questions</i>	106
9.	Paid media	107
	<i>The Death of PESO</i>	108
	<i>The Argument for Paid Media</i>	109
	<i>Pay to Play</i>	110
	<i>An Earned Approach to Paid Media</i>	110
	<i>The Power of Targeting</i>	111
	<i>Using Paid Media to Boost PR</i>	112
	<i>Influencers and Media Partnerships</i>	114
	<i>Challenges with Paid Media</i>	115
	<i>Questions</i>	116
10.	Corporate and B2B	119
	<i>The Power of Targeting</i>	120
	<i>Demonstrating Value Through Conversion</i>	121
	<i>Building Reputation</i>	122
	<i>Developing thought Leaders</i>	123

<i>Working with Wikipedia</i>	124
<i>Managing Crisis</i>	126
<i>Public Affairs and Lobbying</i>	128
<i>Internal Communications and Employee Engagement</i>	128
<i>Enterprise Social Networking</i>	130
<i>Questions</i>	131
11. Reporting and Measurement	133
<i>Battling a Bad Reputation</i>	134
<i>Setting Objectives</i>	135
<i>The Right Strategy</i>	136
<i>Finding and Collecting Data</i>	137
<i>Drowning in Data and Kpis</i>	137
<i>Outputs and Outcomes</i>	138
<i>Coverage Tracking</i>	139
<i>A Revolution in Social Measurement</i>	139
<i>Dashboards and Reports</i>	140
<i>Making it Matter – Using Learnings and Insights</i>	141
<i>Questions</i>	142
12. Emerging Technology	145
<i>How to Use Technology</i>	146
<i>Avoiding the Bandwagon</i>	147
<i>Trial and Error</i>	148
<i>Proving ROI</i>	150
<i>The Communication Opportunity in Technology</i>	151
<i>Questions</i>	152
13. Building a Future-Proofed PR Team	153
<i>Starting from Scratch</i>	154
<i>Critical Skills</i>	156
<i>Fixing the Skills Gap</i>	158

<i>Managing Internal Silos</i>	158
<i>Bringing New Talent into Agencies</i>	159
<i>Small Consultancies and the Power of Partnership</i>	160
<i>Tools and Processes</i>	161
<i>Building Diversity</i>	161
<i>Questions</i>	162
Further Reading	163
References	165
Index	167

## FOREWORD

*PRCA Practice Guides* are a series of uniquely practical and readable guides, providing PR and communications professionals, new and experienced alike, with hands-on guidance to manage in the field. Written by experienced practitioners who have been there and done it, the books in the series offer powerful insights into the challenges of the modern industry and guidance on how to navigate your way through them.

Most people will agree that digital has been a game-changer in marketing and PR. At a time when no-one has all the answers, this book will help PR and communications professionals to understand the areas they need to consider using in digital communications, and the questions they need to ask in order to excel in this new digital age. This book charts the progress of digital PR – where we've come from, where we are now, and where we are going. It mixes practical advice and tips to guide the modern PR practitioner. It isn't designed for digital specialists but those working in the PR industry that need to ensure they are on the right path. It contains thoughts and opinions from someone working at the forefront of the industry and helping to shape its future.

Danny Whatmough is a senior professional who has unparalleled experience in digital and social media for PR and communications. He is currently Managing Director, EVP,

Integrated Media at Weber Shandwick and previously headed up social and digital for Proctor & Gamble at Ketchum. He is currently Chairman of the PRCA's Digital Group, a member of the PRCA PR and Communications Council, and sits on the AMEC social media measurement committee. Such is the level of his digital expertise that he was handed the Outstanding Contribution award at the PRCA Digital Awards 2018. Indeed, he plays an active role in the wider PR industry and is a regular speaker, commentator, and blogger on digital PR and the future of the industry.

Francis Ingham  
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