

GIANT RESOURCE DOWNLOAD

DIGITAL PR MEETS AI: WHAT'S CHANGING & WHY IT MATTERS

Discover how AI is reshaping Digital PR and why it's a crucial part of any ambitious brands Digital Marketing.

ENHANCING BRAND AUTHORITY IN THE DIGITAL LANDSCAPE

Digital PR is a crucial element of the modern-day marketing matrix. By leveraging digital platforms, you can amplify a brand's authority, visibility, and sentiment – getting in front of the right people, at the right time.

Integrating seamlessly with digital marketing strategies, Digital PR moves beyond conventional offline PR practices – delivering impactful results through link acquisition, organic media placements, and data-driven storytelling. This collaboration enhances off-page SEO and strengthens brand credibility by engaging audiences with tailored, timely, and valuable content.

Its unique ability to bridge the gap between technical SEO and creative marketing sets Digital PR apart. This dual focus empowers brands to achieve measurable outcomes, including improved search rankings and increased online engagement. By capitalising on trending topics, evergreen content, and a consistent brand voice, Digital PR remains a versatile and results-oriented tool in any modern marketing strategy. The evolution of Digital PR also includes integrating advanced technologies, like Artificial Intelligence (AI). From competitor analysis and trend forecasting to pitch optimisation, AI enhances efficiency while supporting the human touch necessary for authentic relationship-building, and strategic storytelling.



In the ever-changing media environment, Digital PR requires concise, relevant, and data-driven content, designed to resonate with journalists and audiences alike. But why is it so important to get this right?

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In this whitepaper, we'll explore:

- **The opportunities Digital PR presents for modern businesses.**
- **How Digital PR aligns with and supports broader marketing objectives.**
- **The transformative role of AI in reshaping Digital PR strategy and execution.**

Whether you're looking to enhance your brand's online presence or optimise your marketing matrix, this whitepaper offers insights and actionable strategies for harnessing the power of Digital PR effectively.



UNLOCKING THE POWER OF DIGITAL PR: A STRATEGIC BLEND OF CREATIVITY AND SEO



WHAT IS DIGITAL PR?

Digital PR is a strategic approach to enhancing a brand's authority and online performance through storytelling and organic media placement. While it incorporates link-backs to support digital marketing efforts, its primary focus is improving brand sentiment and online value, by leveraging an entity-based approach.

Digital PR is impactful, yet often under utilised in marketing strategies - leaving many unaware of its potential to boost reach and visibility. Additionally, its role in

supporting SEO activity needs to get more of the spotlight. Often, attention is given to on-page SEO, while almost neglecting the off-page benefits strategies like Digital PR can bring through enhancing visibility and authority.

Unlike traditional PR, Digital PR integrates technical and tangible performance metrics that align closely with broader digital marketing activity, making it a more versatile and targeted practice for achieving measurable results.

THE MARKETING MATRIX

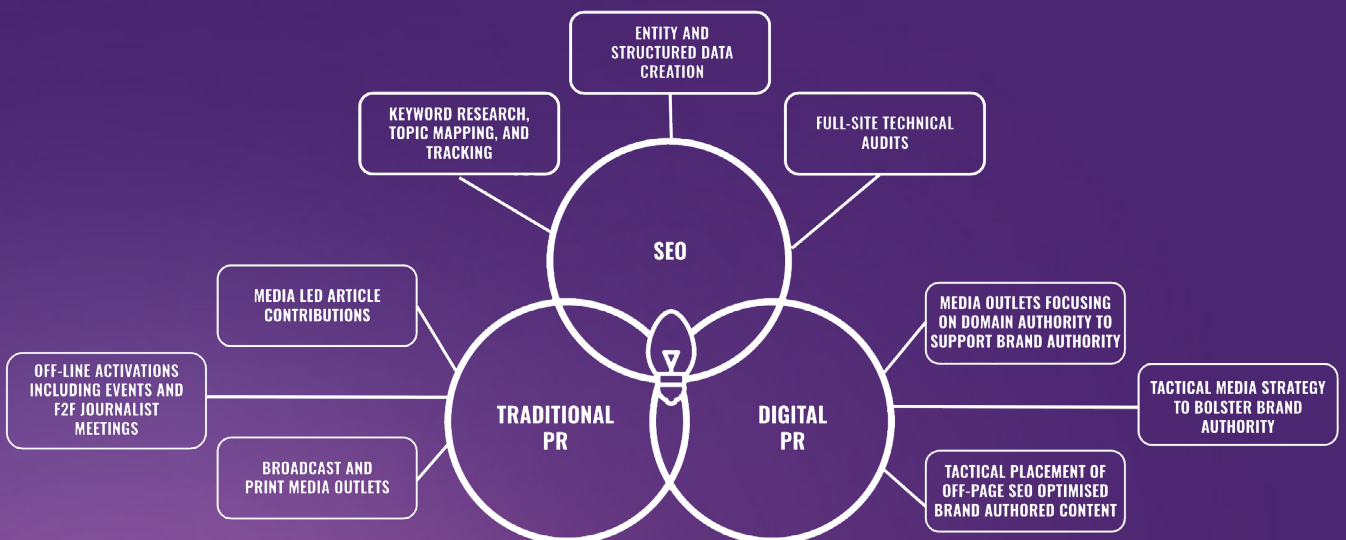
Traditional PR focuses on offline and online opportunities, including events, journalist briefings, interviews, and broadcast media. Digital PR, by contrast, operates solely within the online space, emphasising contributed content, rapid responses to news stories, and feature articles. While they function in different realms, both approaches aim to shape brand positioning and activation.

When combined, traditional and Digital PR can amplify brand awareness and messaging by leveraging their respective strengths - traditional PR excels in print, journalist relations, and event attendance, while Digital PR drives link acquisition and enhances visibility in online publications. As Digital PR can be closer-aligned to marketing goals, and offers a more precise way of performance reporting, it tends to be favoured by those

looking to bolster Return on Investment (ROI).

Digital PR aligns closely with content production outside the communications circles, whether for SEO-driven content or creative branding efforts. It's a critical pillar of off-page SEO, helping websites gain authoritative backlinks that boost organic rankings and visibility.

A well-planned Digital PR strategy should balance evergreen content, seasonal trends, and timely topics to maximise impact through media pitching. By integrating Digital PR with other marketing tactics and measuring results through clear metrics, brands can more effectively justify investments and achieve their objectives. This is especially true when proving ROI through lead generation and increased online visibility.





THE 30-SECOND SELL: CRAFTING IMPACTFUL DIGITAL PR PITCHES IN A RAPID NEWS CYCLE

You have 30 seconds to make an impact. Are you ready?

Also known as the 'elevator pitch', this has a vital role in successful Digital PR. The media landscape is saturated more than ever before, with the fastest news cycle to date. So, a brand's news story, article, or comment has to land for the first time within moments to glean interest from a journalist.

MEDIA RELATIONS

Media relations involves building relationships with journalists to secure positive coverage and uphold a strong reputation. Today's Digital PR leverages email pitches and press releases tailored to the fast-paced, freelance-driven media landscape – focusing on trending news and consumer and industry data to provide timely insights.

Crafting targeted media lists remains crucial, but with higher churn of news, and regularly changing freelance journalists working across multiple publications, this is getting more time-consuming. Tools like ChatGPT can assist by identifying relevant journalists and topics, but the success of pitches still depends on human expertise to ensure personalisation, appropriate timing, and relevance. [Research](#) shows that pitches often fail because they lack personalisation (25%) or arrive at the wrong time (22%), underscoring the importance of thoughtful, nuanced outreach – something that AI alone cannot achieve.



PLANNING CYCLES

The infinite publishing cycle means trends can shift rapidly, making it crucial for brands to focus on their core messaging, rather than engaging with every conversation. The pandemic accelerated the pivot to Digital PR, exposing traditional PR's lack of technical expertise to succeed genuinely in the online forum, and forcing a re-evaluation of how PR integrates with the digital marketing mix. In today's crowded media landscape, news comes from multiple sources – social media, broadcast, print, and digital. This leaves journalists with less time to refine news stories and submissions, as the news cycle drives urgency for delivery.

Digital PR practitioners must provide a fully packaged story that is immediately impactful and stands out amidst the noise. While tools like ChatGPT can assist with research and summarising trends or identifying relevant journalists, the nuances of crafting and pitching stories require human expertise to ensure relevance, personalisation, and relationship-building with the media.

AHEAD OF THE CURVE

Digital PR strategies must be both proactive and reactive, supporting journalists with well-timed, curated pitches aligned to their needs. The proactive nature of embracing market seasonality and trending topics remains vital. But there's a rising need for Digital PR to be reactive, swiftly adapting to the latest trends and industry data.

AI can assist with streamlining strategy tasks, such as seasonality planning, but success ultimately depends on maintaining high-quality, timely, and authoritative outreach – paired with genuine human interaction to foster trust and credibility in media relationships.





DELIVERING DIGITAL PR

These steps are essential for success in Digital PR as they provide a clear framework for building effective and impactful campaigns. From setting a strong foundation with brand alignment to leveraging data-driven insights and crafting tailored content, each step ensures your outreach resonates with the right audience and achieves measurable results. By adhering to this structured approach, you can maximise visibility, credibility, and engagement in an increasingly competitive digital landscape:

1. Setting the Foundation

Digital PR begins with clearly understanding brand positioning, tone of voice (TOV), and strategic goals. Tools like ChatGPT can streamline tasks such as competitor analysis, helping identify how others in your industry present themselves – and where your brand can differentiate.

Establishing a tone of voice matrix, brand messaging, and brand descriptors at the campaign's start ensures alignment across all platforms. Ideally, everything should be holistically aligned to your core goals – irrespective of the method or channel.

Simplicity is key. Media content should avoid unnecessary jargon and remain accessible to all audiences. The wider media relies on articles being easily accessible to both a seven-year-old audience and a 90-year-old audience. Adding extra jargon or complex sales speak will reduce your brand impact.

2. Share of Voice and Competitive Insights

Share of Voice (SOV) analysis highlights where your competitors dominate and identifies untapped opportunities for your brand. Overlaying backlink analysis with SOV data reveals whether competitors organically own topics or rely on Digital PR to bolster their presence.

This approach informs your strategy, enabling you to “steal” SOV by targeting gaps in competitor coverage. By leveraging AI tools, brands can cut through market noise, quickly analyse trends, and focus efforts on areas where they can achieve impactful results.

3. Creating Journalist-Ready Content

Journalists operate under intense pressure, so pitches and content must be concise, relevant, and complete – including engaging press releases, blog articles, and data-driven stories tailored to the public. AI can assist in refining text, suggesting narrative angles, and providing industry data, but the human touch ensures authenticity and personalisation.

Incorporating a “people buy from people” approach – using brand experts, ambassadors, or validated sources – helps establish credibility and emotional connection in storytelling.

4. Aligning Content with Campaigns

Successful Digital PR content prioritises originality, timeliness, and audience insight, while considering outreach

methods. Media-facing content differs from consumer-focused material by targeting the specific needs of journalists first. While AI can assist with content ideation and refinement, impactful campaigns require strategic planning, creative insight, and careful consideration of how AI-generated elements fit into the narrative.

AI tools should complement, not replace, the expertise needed for crafting content that resonates with media and their audiences.



FROM METRICS TO MEANING: UNLOCKING THE FULL POTENTIAL OF DIGITAL PR PERFORMANCE REPORTING



MEASURING SUCCESS: HOLISTIC PERFORMANCE REPORTING IN DIGITAL PR

Performance reporting in Digital PR provides measurable insights into campaigns and their impact. It demonstrates value through metrics like media coverage, backlinks, share of voice, and audience engagement, helping stakeholders justify investments and refine strategies. Clear, data-driven reporting also builds transparency and trust, ensuring campaigns align with business goals and deliver tangible results.

AI tools can be used in reporting situations where you see a sudden influx of link acquisition, or when additional content insights are needed. However,

since link acquisition in campaigns usually occurs at a steady pace, these tools are only sometimes utilised. Instead, campaign performance metrics should align with broader marketing goals set at the outset of the campaign and tracked consistently throughout its duration, whether quarterly or semi-annually.

All reporting, particularly in Digital PR, should take a holistic approach. Siloed reporting offers only a limited snapshot, making it difficult to assess the full impact of individual methods or tactics. While direct metrics for Digital PR are crucial, connecting these results to related SEO and content efforts provides a more comprehensive analysis, highlighting the interdependence of activities and delivering a clearer picture of overall campaign success.

MASTERING THE ART OF DIGITAL PR: STORYTELLING, STRATEGY AND STRONG RELATIONSHIPS

Effective Digital PR requires acting like an editor, packaging stories with compelling narratives and connecting data to tell a meaningful story. A strong understanding of SEO ensures your work supports broader marketing goals, while a keen eye for trends and storytelling skills help craft pitches that resonate with journalists. Success relies on deep knowledge of the media landscape to align content with editorial calendars and deliver tailored impactful stories.

Strong communication skills and an understanding of human interaction are vital, as Digital PR is about building relationships - not spamming journalists with irrelevant pitches. Expertise in Digital PR is irreplaceable, even with AI tools assisting in desk research and trend analysis. Practitioners must maintain a personal touch, ensuring their efforts are strategic, bespoke, and aligned with SEO and brand strategy goals.



THE EVOLUTION OF DIGITAL PR: BRIDGING CREATIVITY, STRATEGY, AND INNOVATION

Digital PR should be considered a key element of your marketing toolkit, seamlessly integrating with SEO and brand strategies. Digital PR has evolved into a cornerstone of modern marketing, blending technical SEO with creative storytelling to amplify brand authority and online visibility. As brands navigate an increasingly competitive digital landscape, the ability to deliver data-driven, journalist-ready content while maintaining a personal touch has never been more critical.

While AI can streamline repetitive tasks and uncover insights, the expertise of Digital PR professionals is essential for crafting creative, personalised, and relevant campaigns. By respecting journalist relationships and delivering tailored high-quality pitches, practitioners ensure impactful results that enhance brand visibility and authority. The collaboration of AI efficiency and human expertise drives campaigns that foster genuine media connections, and achieve lasting success.

The future of Digital PR lies in deeper collaboration with creatives, content specialists, and AI experts, to uncover new narratives and engagement strategies that resonate with both media and consumers. By embracing this dynamic approach – balancing innovation with

the irreplaceable value of human insight – brands can connect more effectively with their audiences, achieve measurable results, and maintain a competitive edge.

THANK YOU FOR READING

Interested in learning more about us? Visit our site to find out more, and sign up to our newsletter for regular updates and content like this.



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