

An illustration of a hand in a suit sleeve holding a gold coin. The hand is positioned over a large, irregular red shape. To the right of the hand, white text is displayed within the red shape.

Digital and traditional PR are like two sides of the same coin.

They have the **same goal — to increase brand visibility and reach — but their approach differs.**

What Is Traditional PR?

**Strategies designed to
gain coverage in non-
digital media.**

**e.g. newspapers,
magazines, TV and
radio.**



What is Digital PR?

Increasing brand awareness using online methods.

e.g:

- **Online editorial coverage**
- **Social media**
- **Blogs**
- **Online content**
- **Podcasts**
- **Newsletters**





**Gaining links is an
important part of
digital PR.**

**A good PR company will
create stories that journalists
want to write about, and
importantly link to.**



Why do we want to do this?



Encourage higher traffic



Increase your website's authority

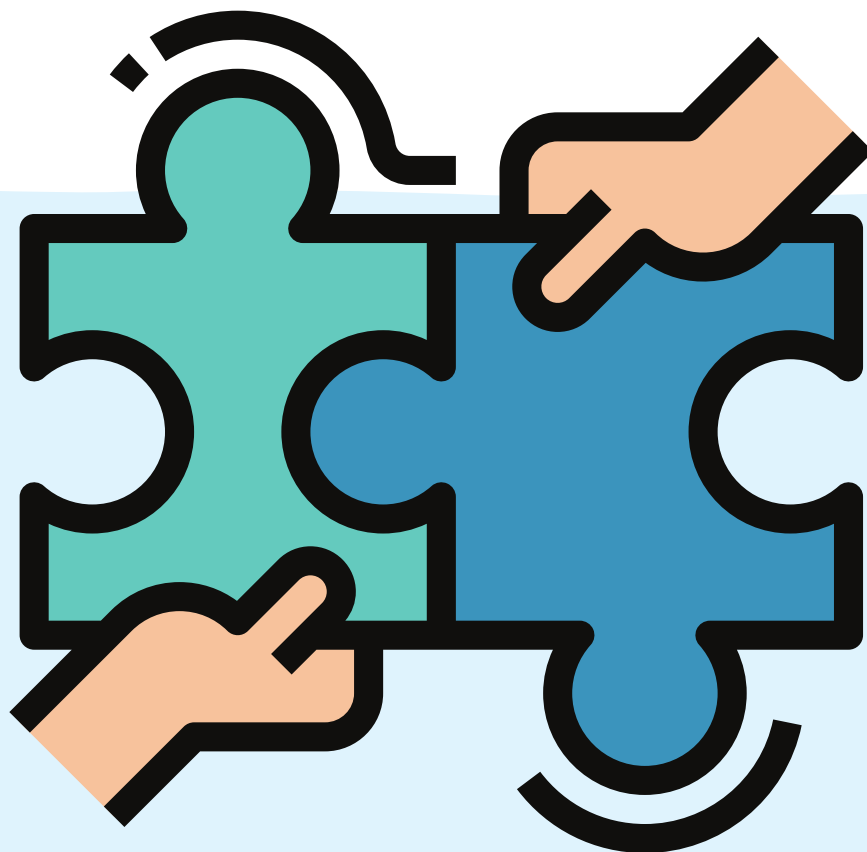


Improve your visibility

Which is Better – Traditional or Digital?



**A combination of the two will
achieve the best results.**



**Both work in
harmony to capture
a wider audience.**



**But for those that don't
use social media you
need offline platforms
e.g. print/tv/radio.**

**Social media &
email campaigns
are great for an
online audience.**

Looking for help?

**If you would like to discuss your
current marketing activities,
contact us on
info@p1communications.com**



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