



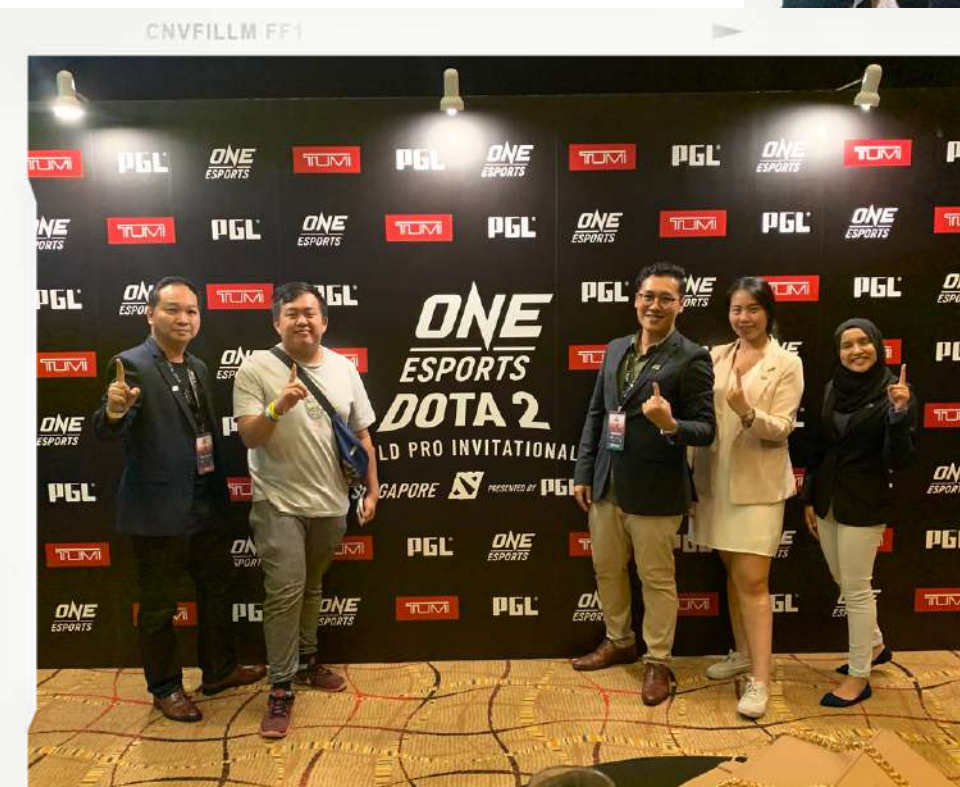
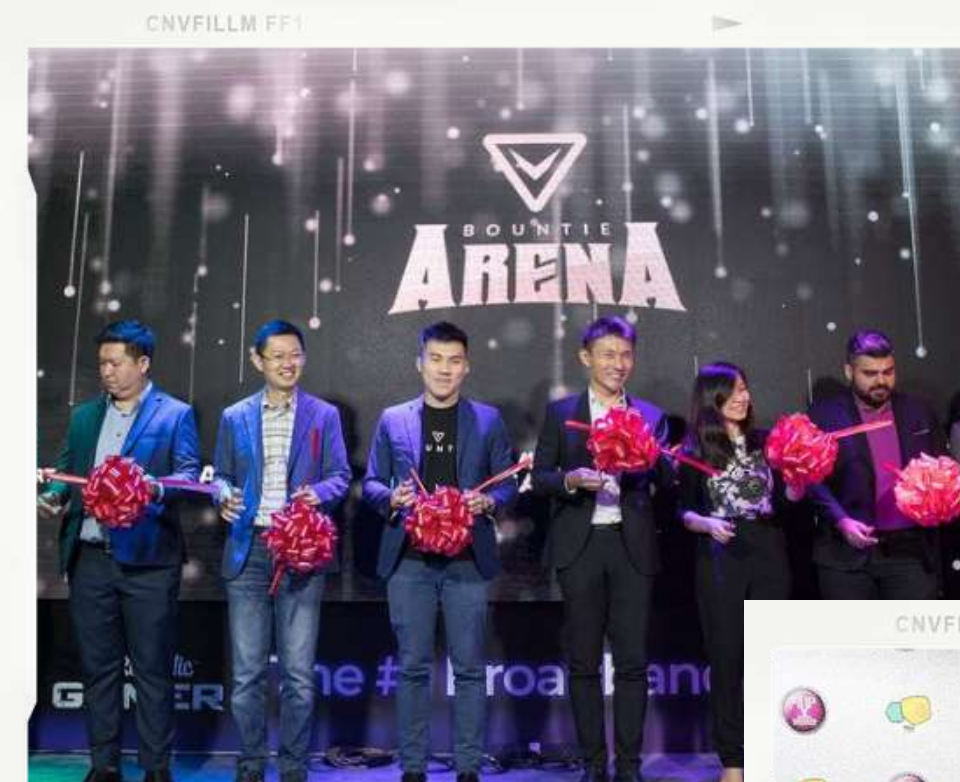
**THE ROLE OF**  
**PUBLIC RELATIONS**  
**IN DIGITAL TRANSFORMATION**

## ABOUT ME

- Managing Director of DIFY
- Deputy CEO of EMERGE Esports
- Double Major in Tourism and Events and Web Communications

## ABOUT DIFY

- Integrated Communications Agency
- Clinched Silver for Best Use of Micro/Niche Influencers at PR Awards 2021
- Worked with ONE Esports, PVP Esports, Marvel, Disney and more



# OVERVIEW

**:DIFY**

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- What is Public Relations?
- PR in a Digital Era
- How to Strategise Your PR in a Digital Landscape

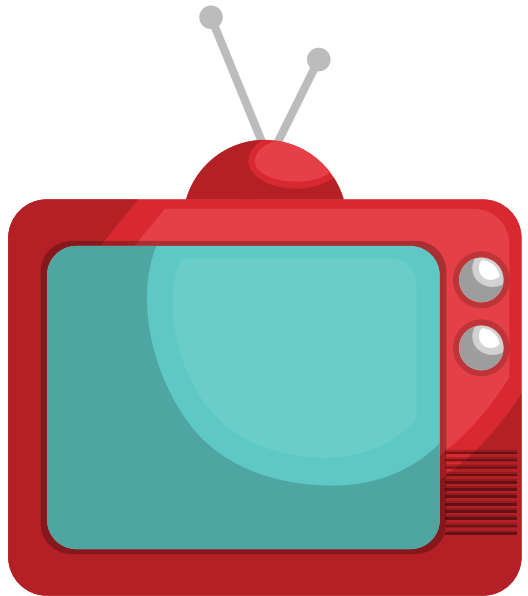
# WHAT IS PUBLIC RELATIONS?

# Relationship with the Public

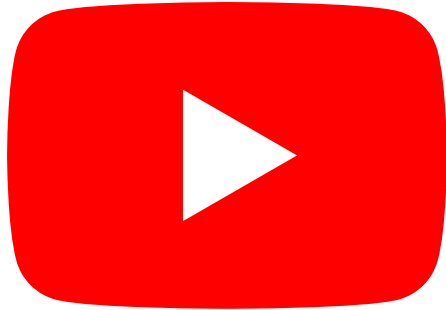
- Brand Image
- Reputation
- Earned, Not Paid
- Relationship Management

# COMMUNICATION

# Public Relations Exists In.....

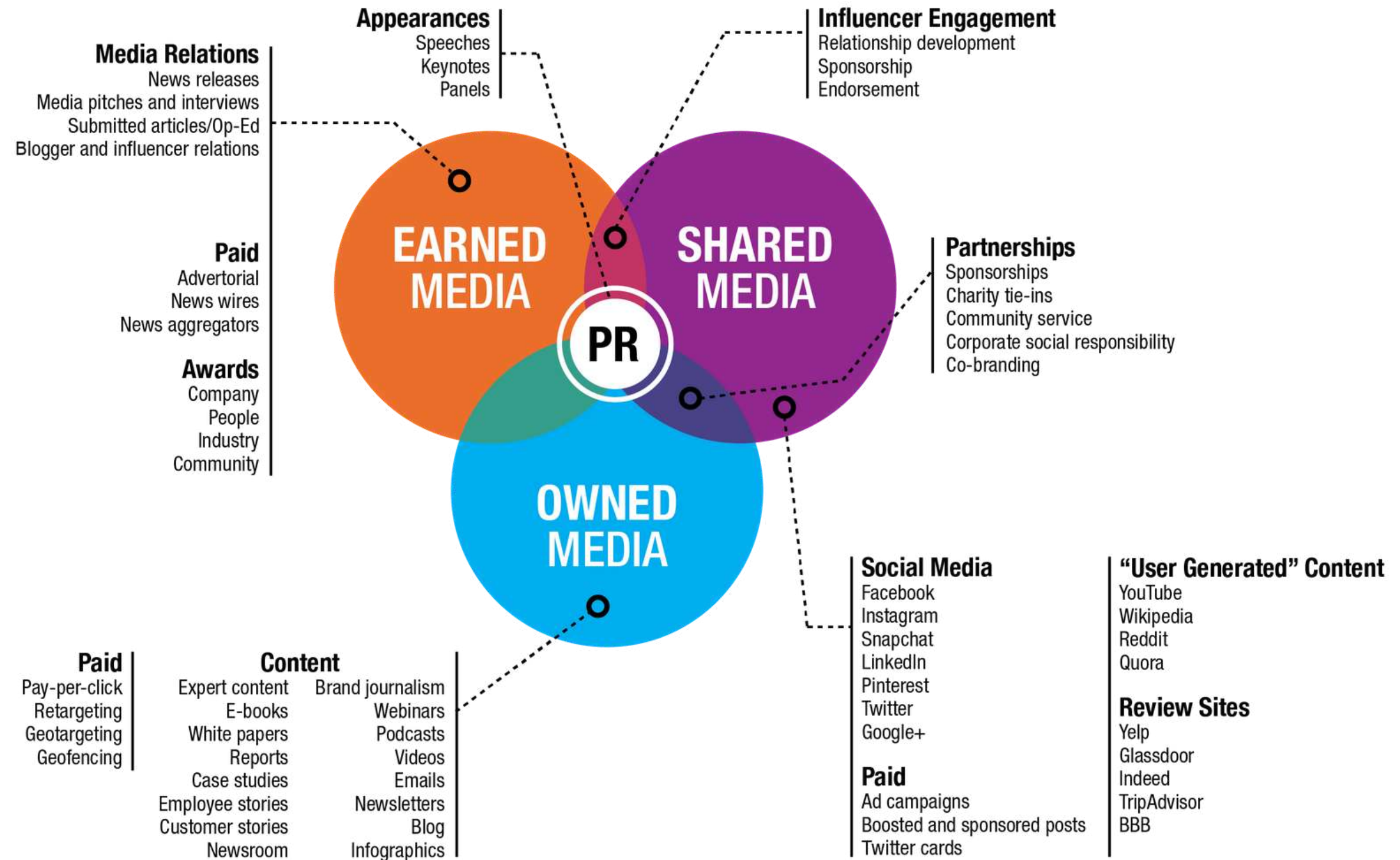


# Public Relations Exists In.....





# Public Relations Exists In.....



Adapted from Spin Sucks

# PR IN A DIGITAL ERA

**Bridging The Gap**

**Humanised Touch**

**Smart PR**

# STRATEGISING YOUR PR

# Business Objectives

- Identifying Your Brand's Purpose
- What Do You Want to Achieve?
- Are Your Objectives Realistic?

# Target Audience Identification

- Who do you want to build a relationship with?
- Who are your stakeholders?
- What is their demographics?
- What is their behaviour and interests?

# Channels and Tactics

- Formulate your strategy around your audience
- Which are your appropriate channels?
- How do you want to engage your audience/how would you like to be engaged as an audience?

# PR and SEO

- Keywords
- Building your backlinks
- Thought Leadership and Blog Articles
- "Content is King"



# Automation Tools

- Which Processes Should You Automate?

## Helpful Tools:

- Exabytes
- Telum Media
- MeltWater
- SEO Tools

# Media Relationships

- Principles of Building a Relationship is Still the Same
- It Does Not Have to be Digital
- Personalise and Cater to Media

**ALLOW YOURSELF TO BE CREATIVE**

**Q&A**

**THANK YOU**

**LET'S CONNECT!**

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