

# PR and Digital Marketing – a Powerful, Measurable and Cost-effective Combination for Sales

Press coverage is one of the best and most cost-effective means of marketing, its effect multiplied by the third-party 'endorsement' that appearing in third-party media delivers.

Yet one of the main reasons that press coverage is so powerful, which is the independence of where it appears, also makes it unpredictable.

But imagine a scenario where your PR material can be targeted directly at the audiences you want to reach at exactly the time you want to reach them. Then imagine taking this not one but *four* steps further...

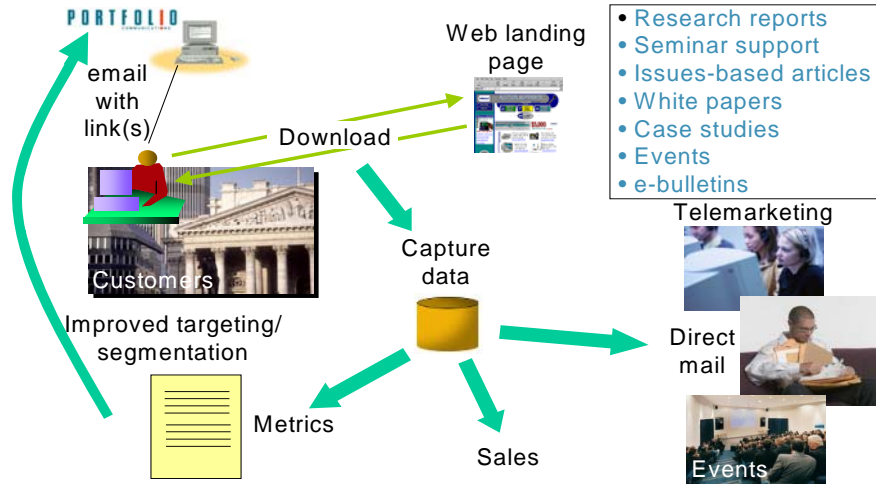
Step 1: not only can your PR material be highly targeted but you can also measure how many people are looking at it, exactly who they are, the organisation they work for and the sector in which they operate (plus anything else you might wish to include).

Step 2: these details can be fed directly to sales and other marketing activities, for instance to telemarketing for immediate follow-up by named individuals.

Step 3: you can track trends over time to determine the most popular material to send and who to send it to.

Step 4: you can identify the prospects to target for the best results; and you can determine ROI very accurately.

To some this will all sound a little far-fetched, but it's not. Online tools are now sophisticated and have enabled the worldwide web



## The ePR process is very effective at reaching target audiences and generates highly valuable data for use in other marketing activities

to become a communication channel as powerful as the media. It can now be used for ROI-driven sales and marketing programmes that could only be dreamt about just a few short years ago.

Portfolio Communications is a PR company that has pioneered the concept of what it calls ePR. ePR combines traditional media relations with online delivery, using the web as a communication channel in its own right. This creates a very powerful sales and marketing tool, which enables added value content to be delivered directly to the audiences you need to reach at exactly the time you need to reach them; and at remarkably low cost.

Critical to success is the use of high-level content, for which PR material is ideal (and is why Portfolio, as a PR company, has developed the technique so successfully). Ideal content includes market reports, market insights, case studies, white papers, issues-based opinion pieces and electronic newsletters.

A further benefit is that this type of material is very effective at reaching high-level audiences, such as senior managers who are critical to the sales process but notoriously difficult to target through other methods, including 'traditional' e-marketing.

But ePR's real power lies in the measurement and analysis of results from 'ePR deliveries', which deliver content to audiences using straightforward emails that cannot be mistaken for spam.

Each ePR email contains a link to a landing page, usually on the client's own web site, where content can be downloaded. These downloads are logged and generate a great deal of highly valuable data. This can then be used to support other marketing activity such as telemarketing; and, very importantly, it is also used to improve results from subsequent ePR campaigns, continuously increasing ROI in the process.

For more information visit:  
[www.portfolio-advocacy.com/epr.html](http://www.portfolio-advocacy.com/epr.html)