

# PR Evolution by The Numbers

Public Relations has undergone an exciting transformation in the recent years.

Finding its way into the digital arena and getting to grips with new technology, PR's past of sending out press releases to journalistic contacts in excel sheets is largely over.



## 1 Platforms have changed

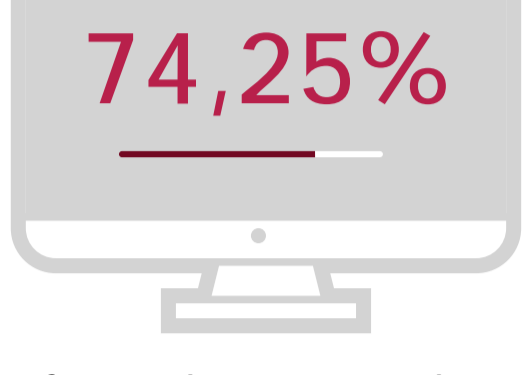
Over 1/3 of the World<sup>1</sup> now regularly uses social media.

Targeting those channels is imperative and creating content that is shareable on those channels, is also imperative.

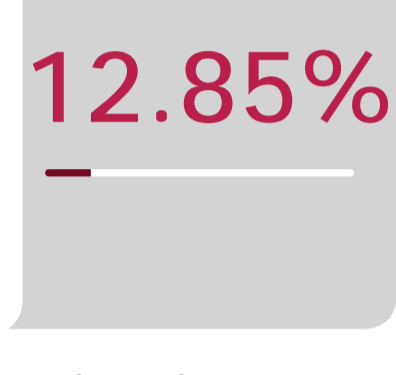
Millennials are 247% more likely to be influenced by blogs or social networking sites.<sup>2</sup>



## 2 Journalistic Platforms have shifted



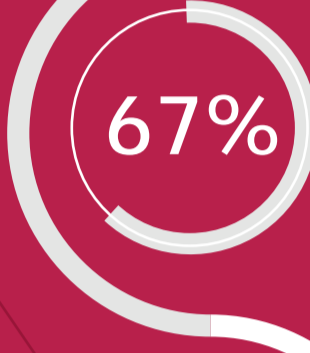
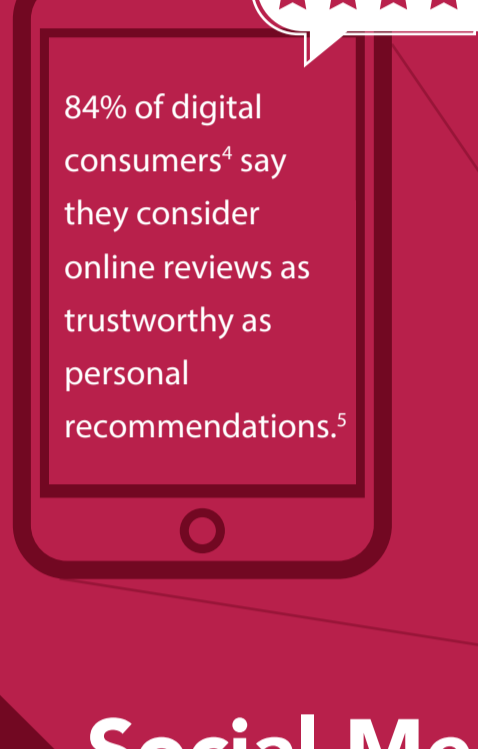
VS.



Of journalists now work in an online media.

Work exclusively in print media.

## 3 Online Influencers have become the new Journalists



67% of marketing and communications professionals now engage with influencers for content promotion.



Influencers have become figures whose opinions we trust.<sup>3</sup>

## 4 Social Media has changed the way in which information is distributed.



87% of PRs agree that social media has affected the way in which they engage with target audiences.

And 34%<sup>6</sup> believe that journalists do not hold the same value in terms of information distribution due to the influence of social media.



## 5 Rising media trends.

Consumption preferences of audiences have become digital.

An increase in earned media coverage comes combining compelling storytelling with the top 3 media channels of 2017- photos, social media posts and videos.<sup>7</sup>

71% of journalists now always or regularly use multimedia.



## 6 Killer content is now King

'Content marketing generates over three times as many leads as outbound marketing and costs 62% less.<sup>8</sup>



## 7 PR Attribution - efforts can now be tracked

monitored and quantified, and ROI measured.



Proving the ROI of marketing activities now accounts for '40% of company's top marketing challenges.'<sup>9</sup>

## 8 SEO Optimization

Google accounted for '79% of all global desktop search traffic'<sup>10</sup> in 2017.



## 9 A merge of PR and Marketing is on the horizon

'87% of professionals believe the term "public relations" will not describe the work they do in five years.'<sup>12</sup>



When 93% of B2B buying processes begin with an online search,<sup>11</sup> staying at the top of the search results page is a must.



Staying at the top of the search results page is a must.

The stats speak for themselves...

The PR game is evolving fast. Savvy PR pros that are utilizing the most up to date software solutions to aid with their day-to-day, undoubtedly have an advantage over those who don't.

Don't get left behind!



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