

# WHY INBOUND PR IS THE FUTURE OF PR

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Iliyana Stareva

Principal | Channel Consultant **HubSpot**

 @iliyanastareva



#InboundPR

# TALKING POINTS

1. What is PR?
2. What is Inbound PR?
3. Why Inbound PR for Your Company?
4. How To Do Inbound PR?

# 1 | WHAT IS PR?



**“PUBLIC RELATIONS IS A STRATEGIC  
COMMUNICATION PROCESS THAT BUILDS  
MUTUALLY BENEFICIAL RELATIONSHIPS  
BETWEEN ORGANIZATIONS AND THEIR PUBLICS.”**

**PRSA, PUBLIC RELATIONS SOCIETY OF AMERICA**

**“ADVERTISING  
IS SAYING  
YOU’RE GOOD.  
PR IS GETTING  
SOMEONE ELSE  
TO SAY YOU’RE  
GOOD.”**


**Jean-Louis Gasse**





# PR IS NOT JUST MEDIA RELATIONS





**"PR SHOULD REINVENT ITSELF; WE ARE STILL  
ROOTED IN CONVENTIONAL WAYS OF THINKING.  
IF WE DON'T DO IT, WE WILL DIE OUT LIKE  
DINOSAURS."**

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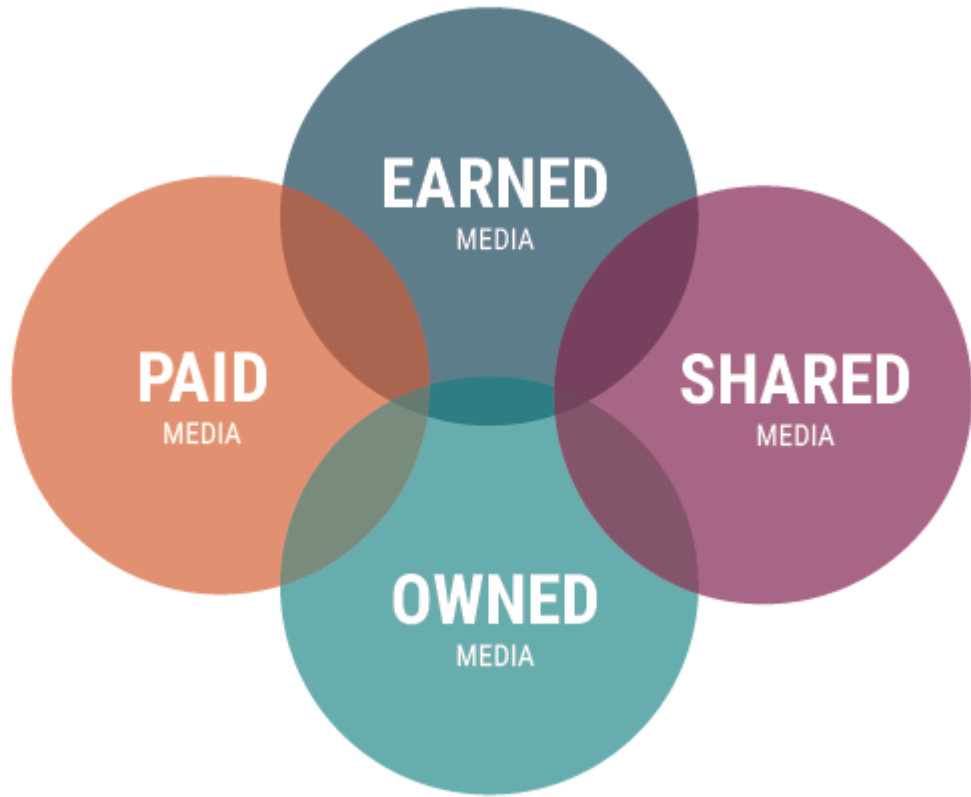
**IWONA SARACHMAN, PR DIRECTOR AT AMREST SP. ZO.O.**

# 2 | WHAT IS INBOUND PR?



# THE MEDIA HAS EVOLVED WITH DIGITAL

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A low-angle, upward-looking shot of several modern skyscrapers with glass facades, creating a sense of height and urban density. The buildings are dark blue and grey, with the sky visible in the center.

# PR PEOPLE EXCEL AT CONTENT



# PR PEOPLE SUCK AT MEASUREMENT

# The Inbound Methodology





***SHHH!***  
***CONNECTING THE DOTS IN PROGRESS...***

**INBOUND + PR =** 



Don't Believe in Inbound PR? This Post Will Change Your Mind

Iliyana Stareva

Shopping is NOT Buying!

Ankit Rawal

Daily Pulse: A Cool Deal for Climate Change, More Heat for Marissa Mayer, Taylor S...

John C Abell

6 Stupid Office Rules That Should Be Banned

Steve Blakeman

Designing a New Operating System for Work

Marina Gorbis

A Sleep Revolution Will Allow Us to Better Solve the World's Problems

Arianna Huffington

What Big Ideas Will Disrupt 2016? Top Minds Share Their Predictions

Amy Chen

The Truth about Backstabbing Co-Workers

Liz Ryan

Corporate America, Your Definition of Success is Outdated

Maurice Argi

2016: The Year of AI Made

# INBOUND + PR ?



Iliyana Stareva

Channel Consultant at HubSpot

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## Don't Believe in Inbound PR? This Post Will Change Your Mind

Jul 14, 2015 | 261 views | 50 Likes | 2 Comments | LinkedIn Facebook Twitter

I'm sure you've heard about PR, but how about inbound? Do you know what it is?

Don't worry if you don't because after reading this post you will, and you will also know how inbound and PR fit together quite nicely.

Let's start with PR.

As per definition, public relations is the communications process concerned with building relationships between an organisation and its publics.

Going back to a few decades ago, PR was mainly concerned with media relations, events, reputation and crisis management, and investor relations. In fact, for a very long time public relations and media relations were considered synonymous (some still think so).

PR is not just media relations

Inbound Marketing for PR Agencies: Why You Need It

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Maurice Argi

WANT TO BE A  
**BETTER AGENCY?**  
READ ON!



Iliyana Stareva

Channel Consultant at HubSpot

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## Inbound Marketing for PR Agencies: Why You Need It

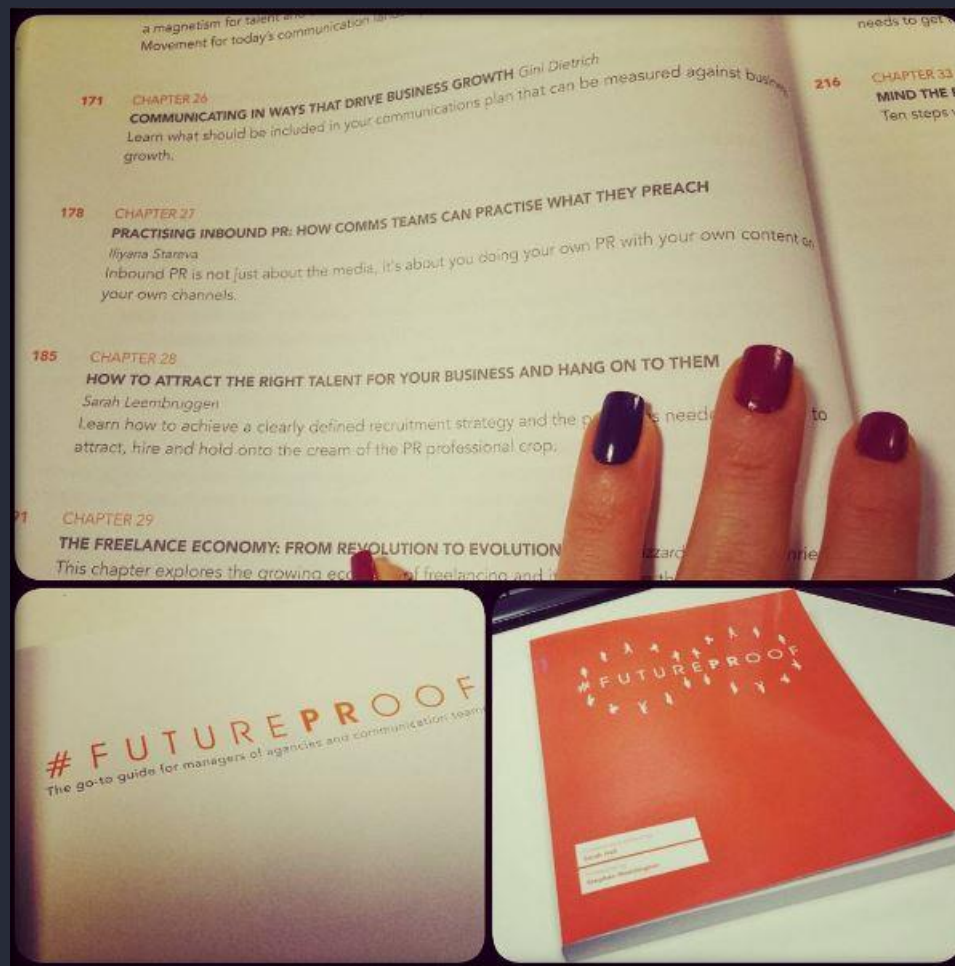
Aug 30, 2015 | 439 views | 81 Likes | 6 Comments | LinkedIn Facebook Twitter

PR agencies (and agencies in general) are notoriously known for not having the time to invest in their own PR or marketing activities but make their living out of advising and implementing such for clients.

If you are an agency owner or work in an agency, let me ask you some questions:

1. Do you blog?
2. Do you use social media?
3. Do you have a landing page on your site?
4. How much time do you invest in doing PR for your own agency?

Now, let me take a guess about your answers:



iliyanastareva

22 likes

39w

iliyanastareva Look what arrived today!  
The latest #mustread #PR #book with a  
chapter by me on my new concept  
#InboundPR. With 35 contributing authors,  
this is the largest ever #conversation about  
the #future of #PublicRelations. Check out  
the book here  
[www.futureproofingcomms.co.uk](http://www.futureproofingcomms.co.uk)  
#futurePProof #writing #learning #reading  
growthhackgod you guys are so  
amazing it keeps me chasing my dreams



Add a comment...



@iliyanastareva

#InboundPR





# INBOUND PR

Combining PR's biggest strength and biggest challenge

## CONTENT & MEASUREMENT

# **3 | WHY INBOUND PR FOR YOUR COMPANY?**





## #27 Inbound public relations Iliyana Stareva

**Inbound public relations is not just about the media, it's about you doing your own public relations with your own content on your own channels.**

“Consumers have changed. Clients have changed. We have changed. We don’t want to be chased, we want to find things on our own and make decisions based on our research. And how do we do that? By consuming content. We have a problem – we search on Google. Then we read blogs, follow social media recommendations and engage with our online communities. Today, 80% of the purchasing decision is made before speaking to a sales person. If you are not out there, you are not going to be found. In the digital era, not being found means non-existent. This is why PR people need inbound PR.”

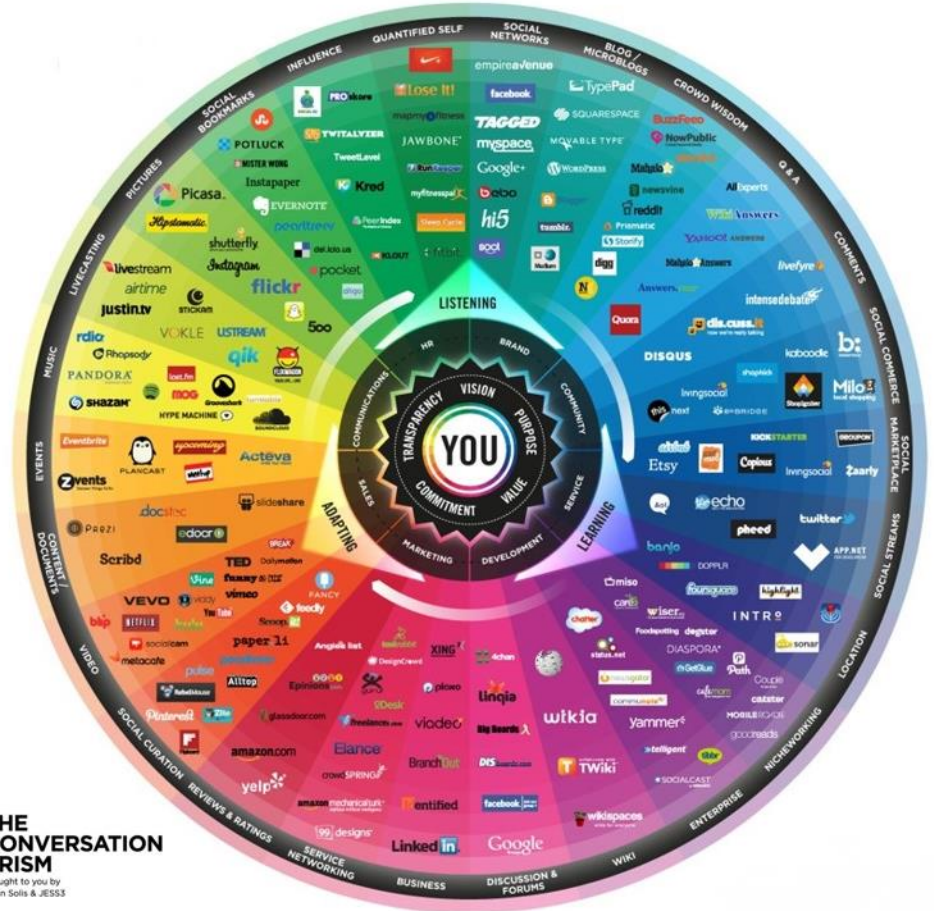
[www.futureproofingcomms.co.uk](http://www.futureproofingcomms.co.uk)





# THE EGO HAS THE POWER

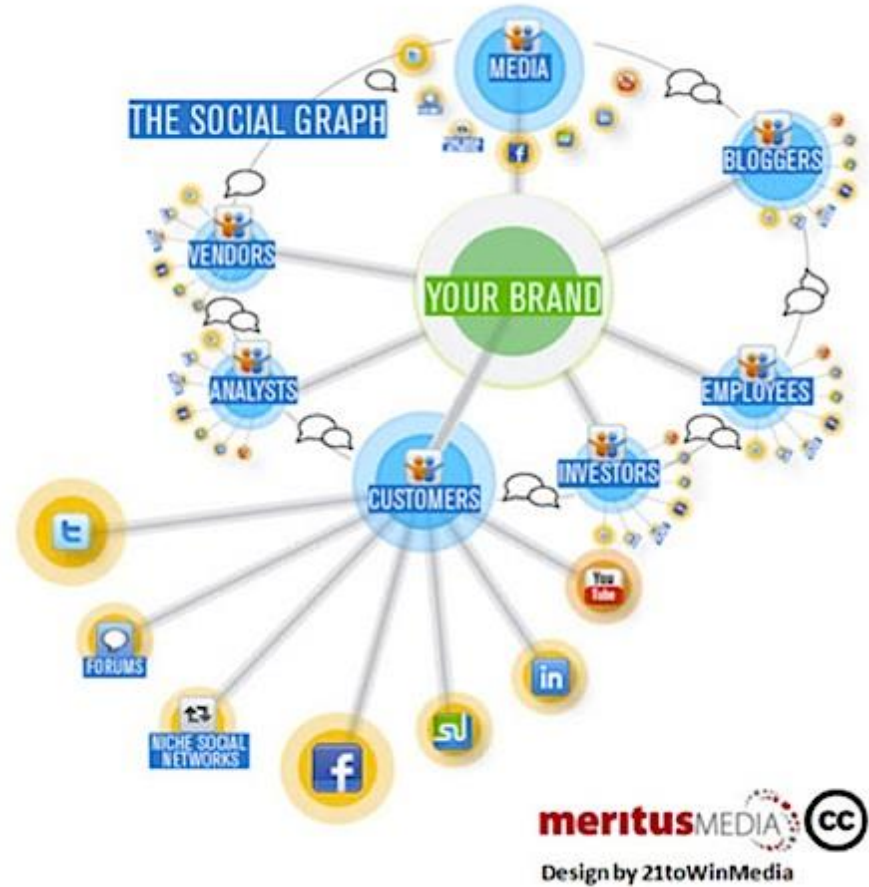
**THE  
CONVERSATION  
PRISM**  
Brought to you by  
Brian Solis & JESS3



#InboundPR

# BRANDS HAVE TOO MANY STAKEHOLDERS

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# WE ARE ALL INFLUENCERS NOW



# TRADITIONAL PR IS OUTBOUND

It also can't get you into that  
many audiences nor reach that  
many influencers.





# OUTBOUND PR INTERRUPTS



A long wooden pier with white railings extends from the foreground into the distance, leading towards the horizon. The pier is made of wooden planks and is flanked by white railings. The ocean is visible on both sides of the pier, and the sky is filled with soft, white clouds. The overall scene is peaceful and serene.

# INBOUND PR ATTRACTS





# AND IT ATTRACTS WITH CONTENT

# 4 | HOW TO DO INBOUND PR?

## INBOUND MARKETING



## INBOUND PR



# **7 Steps to Starting with Inbound PR**

- 1. Nail Your Stakeholder Personas**
- 2. Define their Journey**
- 3. Create a Content Plan**
- 4. Promote Your Content**
- 5. Do Inbound Media Relations**
- 6. Nurture Your Media Leads**
- 7. Measure Results**

# Nail Your Stakeholder Personas

A person is captured mid-jump over a hurdle in a swimming pool at dusk. The person's arms are raised in a 'V' shape. Several other people are standing on the pool deck in the background, watching. The scene is reflected in the calm water of the pool. The sky is a deep blue with some light clouds.

# ALWAYS DO YOUR RESEARCH



# Buyer Persona

- Who are our ideal customers that are going to be interested in our content?
- What does a day in their life look like?
- How do they prefer to be reached?

# Media Persona

- Who are the journalists, bloggers, YouTubers etc. that have an interested in us?
- What does a day in their life look like?
- How do they prefer to be contacted?

# Buyer Persona

- How do they do research when making a buying decision?
- What are they looking for when making buying decisions and what do they worry about?
- What challenges do they face when making buying decisions?

# Media Persona

- How do they do research when writing a story?
- What are they looking for when working on a story and what do they write about?
- What challenges do they face when working on a story?

# Define Your Stakeholder Journey

# The Buyer's vs Media's Journey

	Awareness	Consideration	Decision
Buyer Persona	I have a problem	I'm researching solutions	I'm picking a brand or top solution to solve my problem
Media Persona	I need to write a story	I'm researching ideas	I'm picking my story and brands or influencers for it

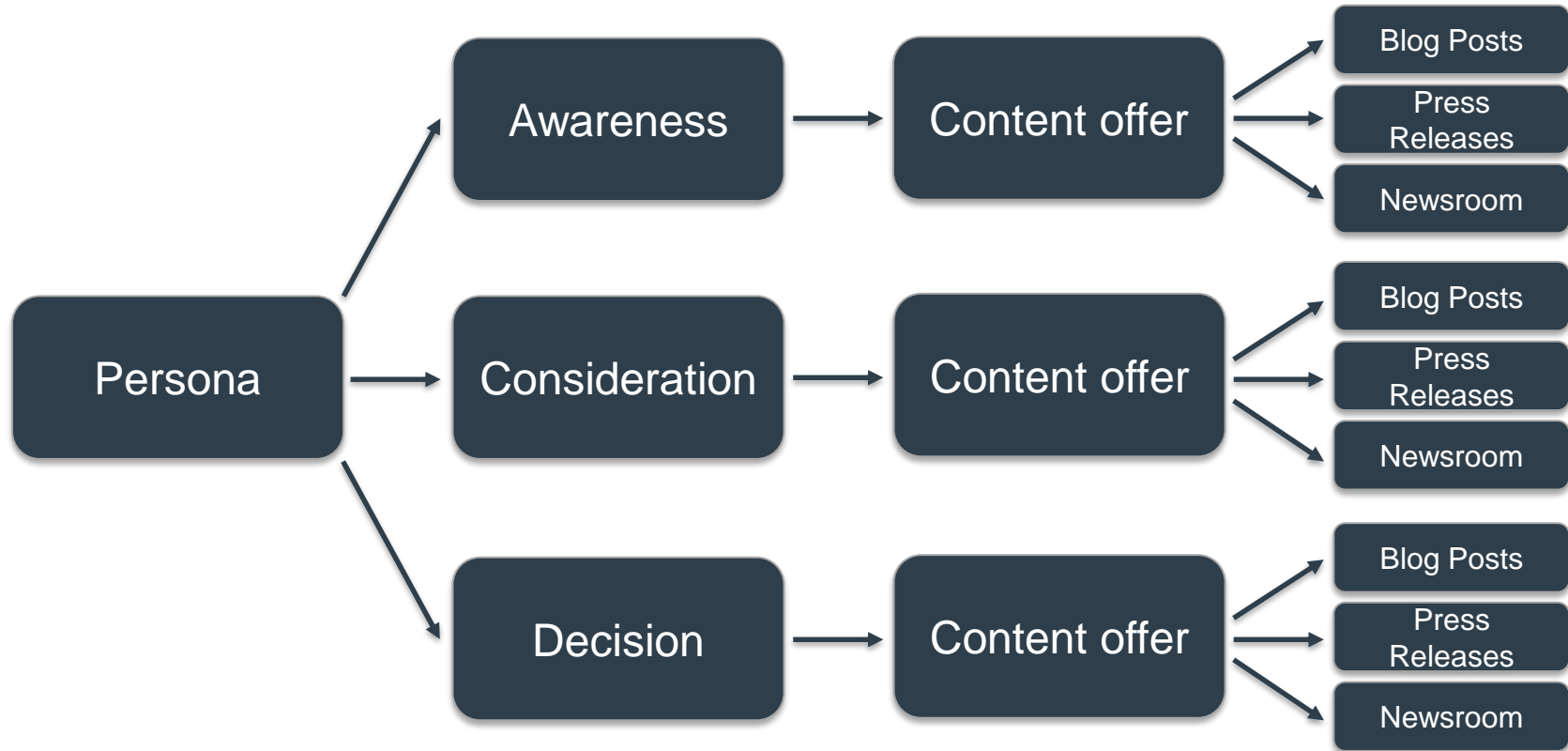
# Create a Content Plan

Always start with  
your persona

Define questions  
and keywords at

Answer those  
questions with

Put things out  
there with



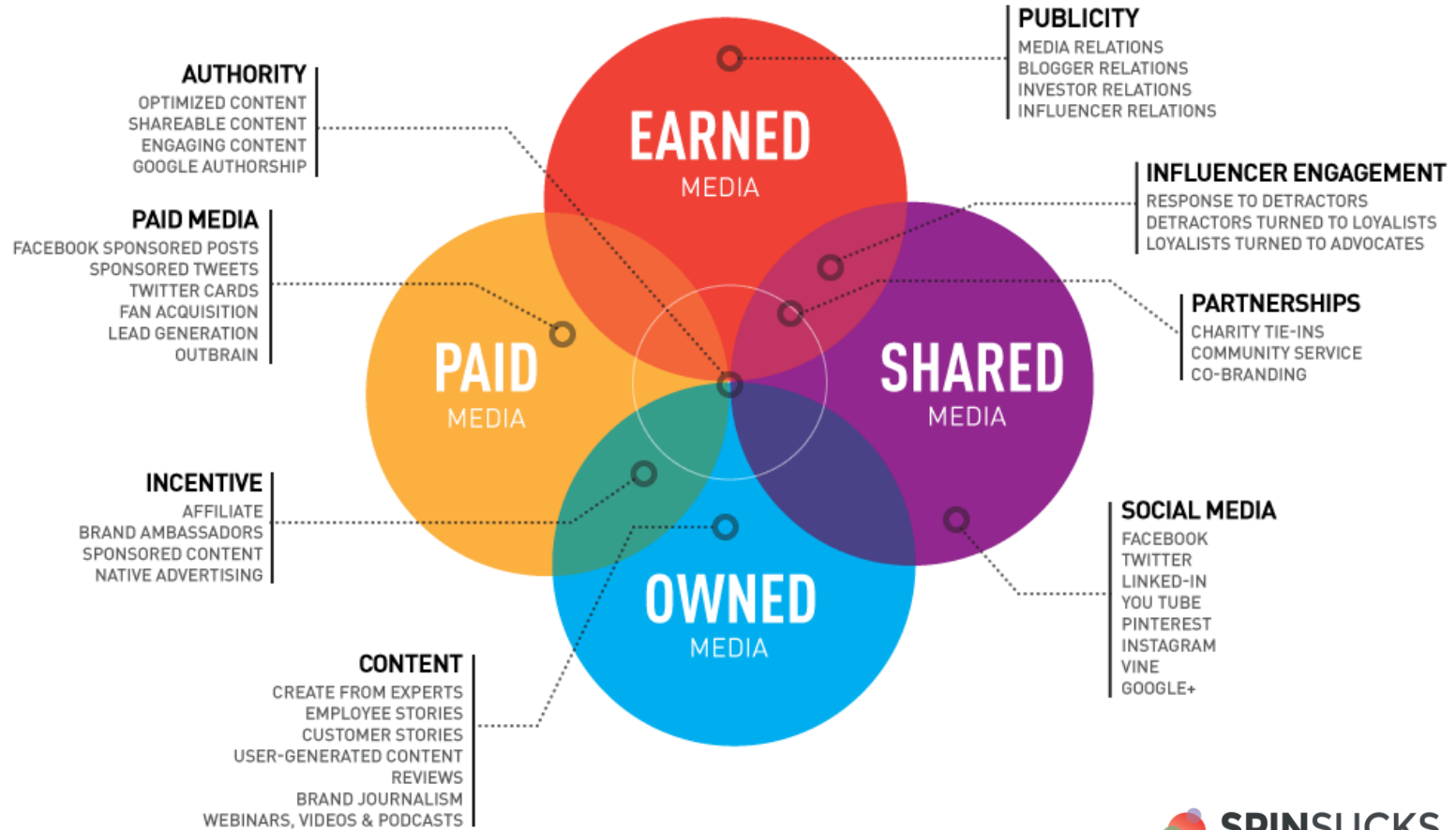


# Promote Your Content

# THERE'S WAY TOO MUCH NOISE

It doesn't matter how awesome  
your content is, no one is going  
to consume it if you don't put it in  
front of their faces.



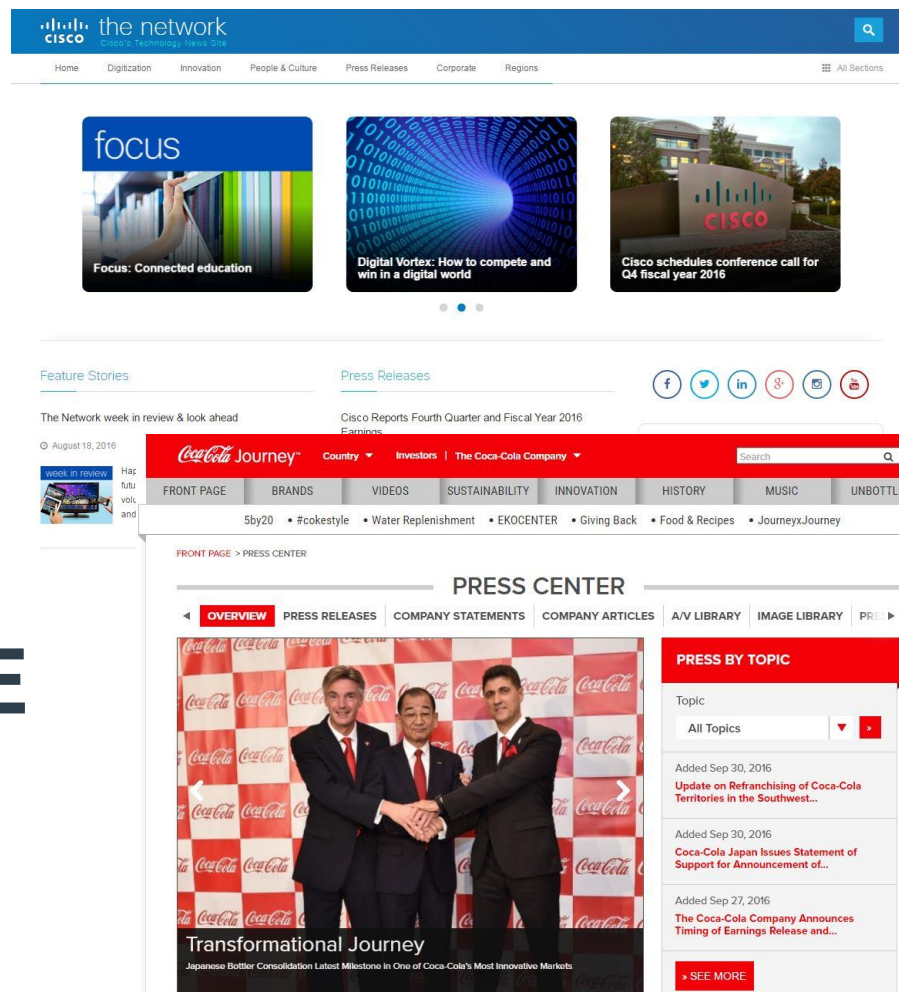


# Do Inbound Media Relations

# 8 Steps for Inbound Media Relations

1. Do your research first
2. Get creative with your outreach approach
3. Don't be spammy and don't overdo it
4. Create remarkable content
5. Use emotion in your stories, not so much structure
6. Don't forget your own content and channels
7. Make it easy for journalists to get in touch with you
8. Share their content

# AN INBOUND PR NEWSROOM IS THE MEDIA'S GO-TO RESOURCE





Press Releases

Research, studies &  
whitepapers

High-quality visuals, images &  
logos

Interviews & videos with  
important company people

Podcasts & webinars

Executive bios & company  
awards

PR contact details

Search & sort function and  
subscribe options

## Inbound PR Newsroom

Recent coverage

By-line or guest/contributed  
pieces

Product/service info,  
factsheets & guides

Case studies & testimonials

Events & speaking  
engagements (past & future)

Online media kit, incl.  
company info & FAQ

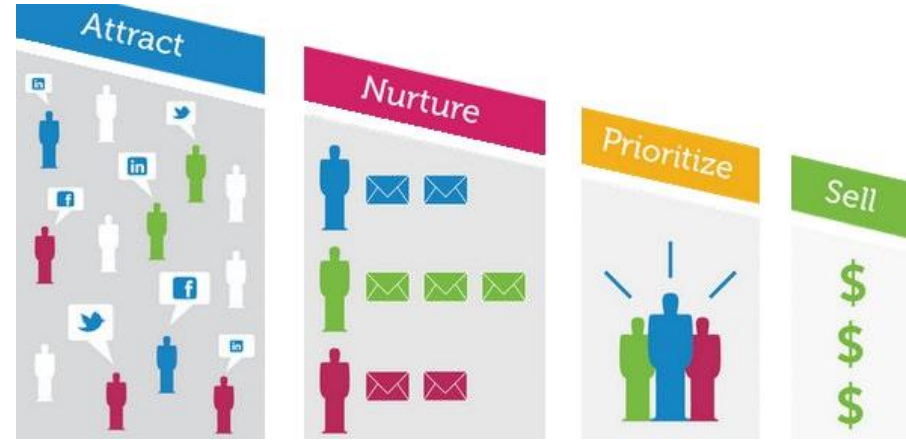
Investor & financial  
information

Blog/RSS feed & social  
profiles/streams

# Nurture Your Media Leads

# LEAD NURTURING CAN BE APPLIED TO ALL STAKEHOLDERS

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Source: ConvergeHub

# Measure Results

# JUST USE THE DATA. IT'S THERE!

Create & Share High Impact PR reports in minutes



- Automated Screenshots of your online media coverage**  
Remember the days of scissors and pritt stick? Now you just need to give us the url of your coverage and we'll do the rest.
- Automated Metrics that prove the impact of your work**  
Stop wasting hours manually grabbing metrics. We pull website visits, social shares & Domain Authority from trusted sources like SimilarWeb & Moz.
- Customise the look & feel of each unique book.**  
Showhide metrics, apply high impact backgrounds, add your own commentary then share online or print.
- All your online & offline coverage clippings in one place**  
Create & store all your online & offline coverage books. Access everything, anytime, no matter where you are.

SimilarWeb Moz



## Audience Overview

Sep 6, 2016 - Oct 6, 2016

Email Export Add to Dashboard Shortcut



All Users

100.00% Sessions



+ Add Segment

### Overview

Sessions VS. Select a metric

Hourly Day Week Month

Sessions



Sessions

5,137

Users

4,592

Pageviews

12,155

Pages / Session

2.37

Avg. Session Duration

00:00:41

Bounce Rate

48.81%

% New Sessions

86.57%

New Visitor Returning Visitor



# PLAN WITH OUTCOMES IN MIND, NOT OUTPUTS

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AMEC Interactive Integrated Evaluation Framework



A diver in a black wetsuit and blue goggles is swimming underwater, holding a camera. The diver is positioned horizontally across the upper half of the frame. The background is a deep blue ocean with rocky terrain visible on the left and bottom. The text "INBOUND PR IS A MINDSET CHANGE" is overlaid in large, white, bold letters across the center of the image.

# INBOUND PR IS A *MINDSET CHANGE*



**THANK YOU.**





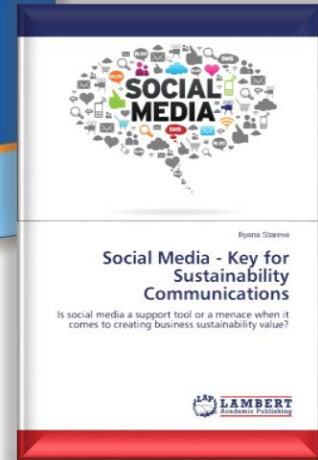
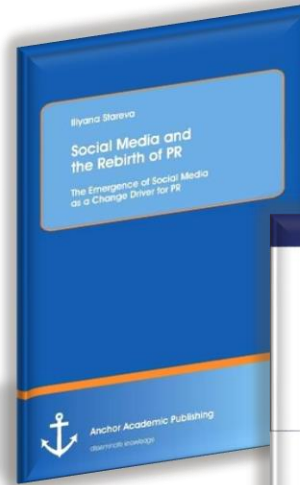
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@iliyanastareva

[www.iliyanastareva.com](http://www.iliyanastareva.com)



#InboundPR