

Keep relationships at the heart of digital marketing.

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Author of *The Art & Craft of PR*





97%

of companies have launched
digital transformational efforts

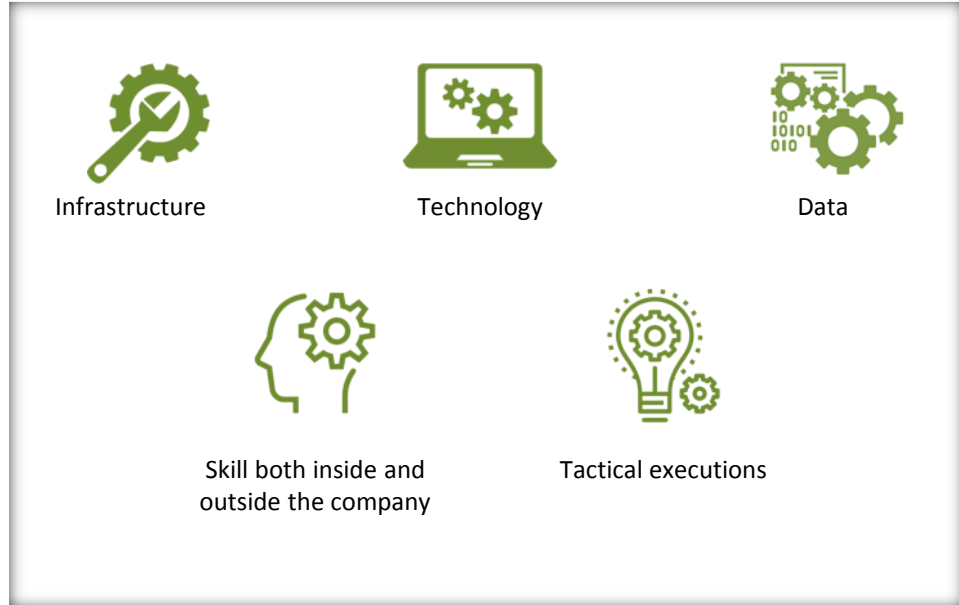
and yet

70%

are expected to fail

Why is that?

Considering the significant investments companies have made in:



One challenge is the speed of change

Technology, platforms, and channels change more rapidly than organizations do.



What can brands count on to remain consistent?



What do people want from digital marketing and communications?

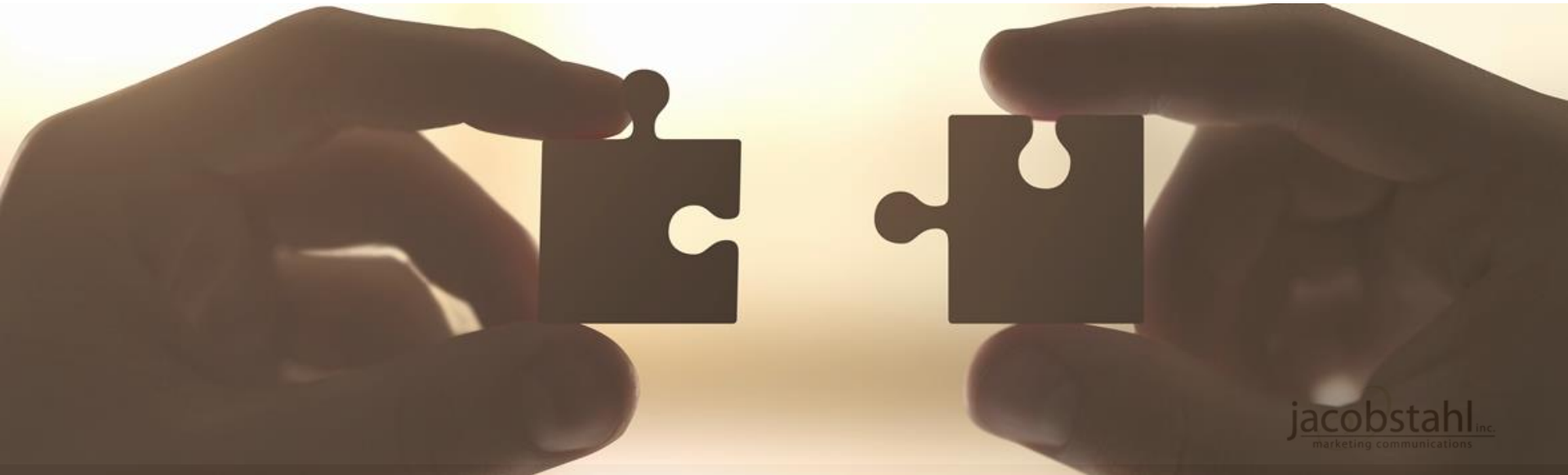
The same things they've wanted from any other communication.




All grounded in a clear, easy to understand narrative and actions that build trust

They want a relationship.

And that's what PR has always done best.



Digital marketing communications is about the **relationship it enables** for the brand with its audiences.



People don't buy goods and services. They buy relationships, stories and magic.

Seth Godin

And clear, simple brand-right messages that resonate and are developed in service of the relationship.

Three strengths of PR :

1. **Help brands focus on the “sweet spot”** of the audience
 - Is digital right for this audience?
2. **Keep the objectives simple:** create connection and community
3. **Leverage the community** so your audience sees itself reflected your brand communications

PR is instrumental to the relationship

The connection

- The shared language
- The shared humanity



Not just to amplify

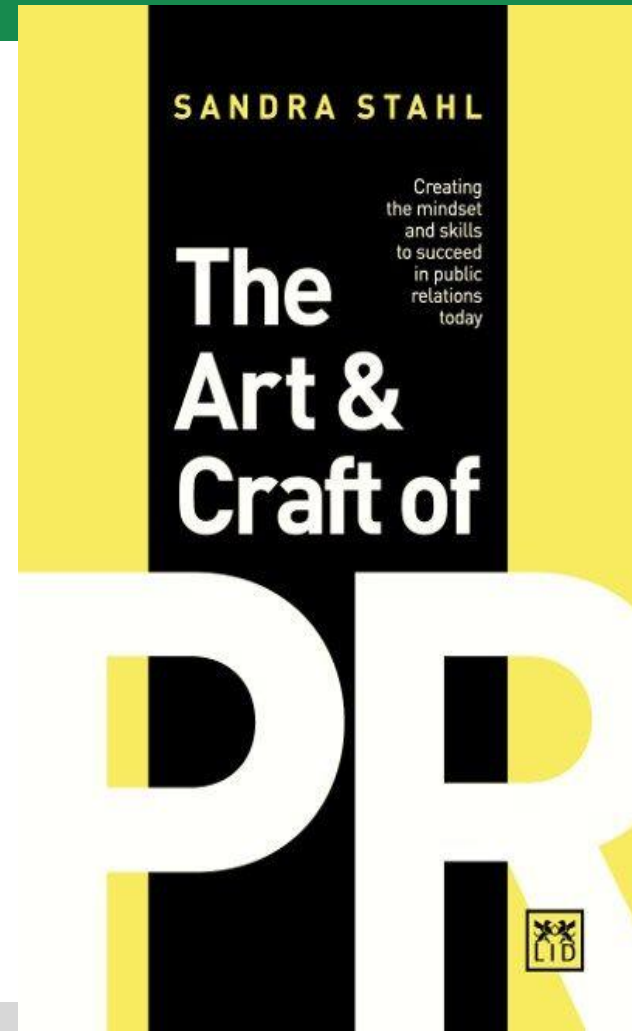
- Or push new info
- Or share a corporate or brand aspiration



**Develop a meaningful
connection with the target
audience**

**The result will be their desire
to be participants in the
brand's value creation.**

Read more from Sandra and other industry leaders in the new book, *The Art & Craft of PR*. Visit [@lidpublishing](https://buff.ly/2pYrcTd) <https://buff.ly/2pYrcTd> and enter the discount code 'PRDECODED30' at checkout



Thank You

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