

THE NEW RULES OF MARKETING & PR

**How to Use News Releases, Blogs, Podcasting, Viral
Marketing & Online Media to Reach Buyers Directly**

DAVID MEERMAN SCOTT

DAVID MEERMAN SCOTT has developed a number of online marketing programs for products and services which together have generated in excess of \$1 billion in sales revenues. He was previously vice president of marketing for the NASDAQ listed company NewsEdge Corporation. Mr. Scott has also held executive positions at Knight-Ridder and other e-commerce companies. He is a successful keynote presenter who has spoken at hundreds of industry conferences and other events in more than 20 countries. Mr. Scott is a graduate of Kenyon College. He has also written and published two other books, *Cashing In With Content* and *Eyeball Wars*.

The Web site for this book is at www.DavidMeermanScott.Com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

At one time, the only realistic way you could reach potential customers was to use expensive advertising or try to get media publishers to pick up on material placed by your public relations (PR) firm. Today, the World Wide Web has completely changed that dynamic. It's now cost effective and practical to speak directly to your customers and establish personal links with potential new customers for a fraction of the cost of the traditional big budget advertising campaign. And with that, the rules of marketing and PR have changed forever.

The real marketing and PR challenges in the years ahead will be to:

- Stay at the cutting edge of the various Internet-based ways of communicating with customers.
- Identify your new audiences.
- Craft compelling messages and see they reach the right people.
- Lead customers into the buying process as willing participants rather than as bound hostages who resent the interruption.

In all, the future of marketing and PR lies in finding new and better ways to harness the power of the Internet more effectively as it continues to change and evolve.

“Before the Web, the only way you could get your organization noticed was to buy advertising or convince a journalist to write about you. Telling your organization’s story (via the Web) is new, because until now, you’ve never been able to reach a potential audience in the millions without buying advertising. For people all over the world interacting on the Web, the old rules of marketing and PR don’t work. Today, all kinds of organizations communicate directly with their customers online. According to the Pew Internet & American Life Project, 73 percent of American adults say they use the Internet. In order to reach the individuals online who would be interested in their organization, smart marketers everywhere have altered the way they think about marketing and PR.”

– David Scott

1. How the Web Has Changed Marketing & PR Page 2

The Web is completely changing the face of the advertising and PR industries and their respective roles in commerce. There is a convergence going on. The smart marketers of today don't rely on the mainstream media. Instead, they create compelling messages and tell prospective customers directly using Web-powered communication tools.

2. The Online Marketing Toolbox Pages 3 - 4

To be effective at marketing today, you have to have experience and know-how in using the six basic tools of online marketing:

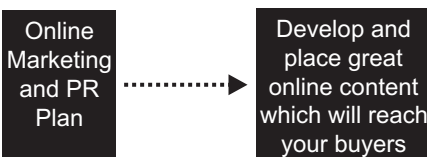
1. Blogs
2. News Releases
3. Podcasting
4. Forums and Wikis
5. Viral
6. Content-rich Web Sites

3. Developing a Viable Action Plan For Online Marketing & PR. Pages 5 - 8

At the very heart of your online marketing and PR plan should be one simple credo: On the Web, you are what you publish. The key to your success, therefore, will be to develop and then place great online content which will appeal to your buyer's interests and motivate them to do further business with you. Everything you do should be aimed squarely at getting people into your sales funnel and moving towards buying, donating, subscribing, voting or joining you.

To achieve that readiness to make a transaction, develop your plan around your answers to four questions:

- What are your organization's goals?
- Who specifically are your buyers?
- How do you best reach these people?
- What do you want your buyers to believe?



- 1 Provide credible online thought leadership to your buyers
- 2 Write everything from the buyer's perspective, not yours
- 3 Influence buyers by providing the highest possible quality
- 4 Write news releases for the general audience, not media
- 5 Create an online media room for your Web site
- 6 Follow the new rules of media relations
- 7 Try blogging to reach your buyers
- 8 Don't forget to also try podcasting and video
- 9 Catch a ride on the coattails of social networks as well
- 10 Have a good, solid search engine strategy

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

