

17. The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly

by David Meerman Scott

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Summary:

The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly by David Meerman Scott is a comprehensive guide on how businesses can use the latest digital marketing tools to reach their target audience. The book provides an overview of the different types of digital media available today such as social media platforms like Facebook and Twitter; online video sites like YouTube; mobile applications for smartphones; blogs; news releases; and viral marketing techniques. It also explains how each type of medium works best in order to maximize its potential for reaching buyers directly. Additionally, it offers practical advice on creating effective content that will engage customers and drive sales.

The book begins with an introduction that outlines why traditional methods of advertising are no longer sufficient in today's world where consumers have access to more information than ever before. It then goes into detail about the various types of digital media available including social networks such as Facebook and Twitter which allow companies to interact directly with their customers through posts or messages. It also covers online video sites such as YouTube which provide a platform for businesses to showcase their products or services in a creative way while still providing useful information about them. Additionally, it discusses mobile applications which enable companies to create custom experiences tailored specifically for users who are accessing them from their phones or tablets.

The book then moves onto discussing blogging which allows companies to share valuable content related to their industry while building relationships with readers over time. Following this is a section dedicated entirely towards news releases "explaining what they are used for (to announce new products/services) along with tips on writing effective ones that will grab attention from journalists looking for stories.

Finally, the last chapter focuses on viral marketing "outlining strategies businesses can use in order create campaigns that spread quickly across multiple channels due its entertaining nature or usefulness factor. Throughout all these sections there are numerous examples provided so readers can get an idea of what successful campaigns look like when implemented correctly.

Overall The New Rules Of Marketing And PR provides invaluable insight into how modern day businesses should be utilizing digital media if they want stay ahead of competition while connecting directly with potential buyers at scale.</p></div>

Main ideas:

#1. Establish a presence on social media: Social media is a powerful tool for connecting with customers and building relationships. It is important to create a presence on the most popular platforms and use them to engage with customers and build relationships.

Establishing a presence on social media is essential for businesses in today's digital world. It allows companies to connect with customers, build relationships, and create an online community. To do this effectively, it is important to have a presence on the most popular platforms such as Facebook, Twitter, Instagram, YouTube and LinkedIn. Companies should use these platforms to engage with their customers by posting content that is relevant and interesting. This could include blog posts or videos about new products or services they offer as well as updates about company news or events.

Social media also provides an opportunity for companies to interact directly with their customers through comments and messages. Responding quickly and positively can help build trust between the customer and the business which can lead to increased loyalty over time. Additionally, businesses should take advantage of analytics tools available on each platform so they can track how successful their campaigns are performing.

#2. Use online video: Online video is a great way to reach customers and build relationships. It can be used to showcase products, demonstrate how to use them, and create a connection with customers.

Online video is an incredibly powerful tool for businesses to reach their customers and build relationships. It can be used in a variety of ways, from showcasing products and services to demonstrating how they work, or even creating a connection with customers through storytelling. Video content can also be shared across multiple platforms, allowing businesses to reach more potential customers than ever before.

Video content has the power to engage viewers in ways that other forms of media cannot. It allows companies to create an emotional connection with their audience by telling stories about their brand or product. Additionally, videos are often easier for people to digest than written content, making them ideal for conveying complex information quickly and effectively.

Using online video as part of your marketing strategy can help you stand out from the competition and increase customer engagement. By creating compelling videos that showcase your products or services in action, you'll be able to attract new customers while deepening existing relationships.

#3. Utilize mobile applications: Mobile applications are a great way to reach customers on the go. They can be used to provide information, offer discounts, and keep customers engaged.

Utilizing mobile applications is an effective way to reach customers in today's digital world. Mobile apps can be used to provide information, offer discounts, and keep customers engaged with your brand. They are a great tool for staying connected with customers on the go and providing them with up-to-date information about your products or services. Additionally, they can be used as a platform for marketing campaigns that target specific audiences or demographics.

Mobile applications also allow businesses to track customer behavior and preferences so they can better tailor their offerings to meet customer needs. This data can help inform decisions about product development, pricing strategies, promotional activities, and more. Furthermore, mobile apps enable businesses to build relationships with their customers by offering personalized experiences tailored specifically for each user.

In conclusion, utilizing mobile applications is an essential part of any modern marketing strategy. By leveraging this technology businesses have the opportunity to engage directly with their customers in meaningful ways while gathering valuable insights into consumer behavior.

#4. Leverage blogs: Blogs are a great way to share information and engage with customers. They can be used to provide updates, share stories, and create a connection with customers.

Leveraging blogs is an effective way to reach customers directly and build relationships with them. Blogs can be used to provide updates on products, services, or company news, share stories about customer experiences, and create a connection between the business and its customers. By regularly posting content that is interesting and relevant to their target audience, businesses can establish themselves as thought leaders in their industry while also engaging with potential customers.

Blogs are also great for SEO purposes since they allow businesses to include keywords in posts that will help them rank higher in search engine results pages. Additionally, by including links back to the website within blog posts, companies can drive more traffic back to their site which could lead to increased sales.

Overall, leveraging blogs is an excellent way for businesses of all sizes to engage with current and potential customers while also increasing visibility online.

#5. Create news releases: News releases are a great way to get the word out about your business. They can be used to announce new products, share news, and create buzz.

Creating news releases is an effective way to spread the word about your business and its products or services. News releases can be used to announce new products, share important updates, and create a buzz around your brand. They are also great for getting media attention and driving traffic to your website or social media accounts.

When crafting a news release, it's important to make sure that you include all of the necessary information such as who, what, when, where and why. You should also use language that is clear and concise so that readers understand the message quickly. Additionally, including visuals like photos or videos can help draw more attention to your story.

News releases are an excellent tool for marketing because they allow you to reach potential customers directly without having to rely on traditional advertising methods. By creating compelling content in a timely manner, you can ensure that people will take notice of what you have to say.

#6. Utilize viral marketing: Viral marketing is a great way to spread the word about your business. It can be used to create buzz, generate interest, and reach a wide audience.

Viral marketing is a powerful tool for businesses to reach potential customers and create buzz. It involves creating content that people will share with their friends, family, and colleagues. This can be done through social media posts, videos, blogs, news releases, or other forms of online content. By creating compelling content that resonates with your target audience and encourages them to share it with others, you can quickly spread the word about your business.

When utilizing viral marketing strategies for your business it's important to focus on quality over quantity. You want to create content that is interesting and engaging so people are more likely to share it. Additionally, make sure you have an effective way of tracking how many people are viewing or sharing your content so you can measure its success.

Finally, don't forget about traditional methods of promotion such as email campaigns or print advertising when using viral marketing tactics. Combining these two approaches together can help maximize the reach of your message while also helping build brand awareness.

#7. Develop relationships with influencers: Influencers are a great way to reach customers and build relationships. It is important to develop relationships with influencers and use them to spread the word about your business.

Developing relationships with influencers is an important part of any successful marketing strategy. Influencers are people who have a large following and influence over their audience, and they can be used to spread the word about your business. By engaging with influencers, you can build relationships that will help you reach more customers and increase brand awareness.

When developing relationships with influencers, it's important to focus on building trust and credibility. You should strive to create content that resonates with them and provides value for their followers. Additionally, make sure to provide incentives for them to promote your products or services " such as discounts or exclusive offers " in order to encourage them to share your message.

Finally, don't forget about tracking the results of your efforts. Monitor how many people are being reached through each influencer so you can determine which ones are most effective at driving sales or engagement for your business.

#8. Utilize search engine optimization: Search engine optimization is a great way to get your website to the top of search engine results. It can be used to increase visibility, generate traffic, and reach customers.

Utilizing search engine optimization (SEO) is an effective way to get your website to the top of search engine results. SEO can be used to increase visibility, generate traffic, and reach customers directly. It involves optimizing content for keywords that are relevant to your business or product so that it appears higher in organic search results when users type those terms into a search engine. Additionally, SEO also includes link building strategies such as creating backlinks from other websites and social media platforms.

When done correctly, SEO can help you gain more exposure online and drive more qualified leads to your website. You should focus on creating high-quality content that is optimized for both humans and machines by using targeted keywords throughout the text. Additionally, you should ensure that all of your webpages are properly indexed by submitting them to major search engines like Google or Bing.

#9. Leverage email marketing: Email marketing is a great way to reach customers and build relationships. It can be used to send updates, share stories, and create a connection with customers.

Leveraging email marketing is an effective way to reach customers and build relationships. It can be used to send updates, share stories, and create a connection with customers. Email marketing allows businesses to target specific audiences with tailored messages that are relevant to their interests. This helps ensure that the message resonates with the customer and encourages them to take action. Additionally, email campaigns can be tracked so businesses can measure how successful they were in reaching their desired audience.

Email marketing also provides an opportunity for businesses to engage directly with customers by providing helpful information or responding quickly when there is a problem or concern. By engaging in this type of communication, companies demonstrate that they value their customers' opinions and feedback which builds trust between them.

Overall, leveraging email marketing is an important tool for any business looking to build relationships with its customers and increase sales. With careful planning and execution, it can help drive conversions while building loyalty among existing customers.

#10. Utilize content marketing: Content marketing is a great way to reach customers and build relationships. It can be used to create content that is interesting and engaging, and to share stories and information.

Content marketing is a powerful tool for businesses to reach their customers and build relationships. It involves creating content that is interesting, engaging, and informative in order to share stories and information with potential buyers. Content can be created in the form of blog posts, videos, podcasts, infographics, ebooks, webinars or even social media posts. By providing valuable content that resonates with your target audience you can create an emotional connection between them and your brand.

Content marketing also helps to increase website traffic as well as improve search engine rankings by providing quality content that people are looking for. Additionally it allows businesses to establish themselves as thought leaders within their industry by sharing relevant insights on topics related to their business.

Overall content marketing is an effective way for businesses to engage with customers while building trust and credibility at the same time.

#11. Leverage paid advertising: Paid advertising is a great way to reach customers and build relationships. It can be used to target specific audiences, generate leads, and create a connection with customers.

Leveraging paid advertising is an effective way to reach customers and build relationships. Paid advertising allows businesses to target specific audiences, generate leads, and create a connection with customers. It can be used in combination with other marketing strategies such as social media, online video, mobile applications, blogs, news

releases and viral marketing to maximize the impact of campaigns. By using paid advertising strategically it is possible to reach potential buyers directly and increase brand awareness.

When creating a paid advertisement campaign it is important to consider the goals of the business. This will help determine which platforms are best suited for reaching the desired audience. Additionally, understanding who your target customer is will enable you to craft messages that resonate with them more effectively. Finally, tracking results from each campaign will allow businesses to measure success and make adjustments if necessary.

#12. Utilize social media advertising: Social media advertising is a great way to reach customers and build relationships. It can be used to target specific audiences, generate leads, and create a connection with customers.

Utilizing social media advertising is an effective way to reach customers and build relationships. It allows businesses to target specific audiences, generate leads, and create a connection with their customers. Social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube and Snapchat are great tools for businesses to use in order to advertise their products or services. Businesses can create ads that will be seen by the right people at the right time. They can also track how successful their campaigns are through analytics provided by these platforms.

Social media advertising also provides businesses with an opportunity to engage directly with potential customers. Through comments sections on posts or direct messages on certain platforms like Twitter or Instagram, companies can interact directly with users who have questions about their product or service. This helps build trust between the business and its customer base.

Overall, utilizing social media advertising is a great way for businesses of all sizes to reach out to potential customers in a cost-effective manner while building relationships along the way.

#13. Develop relationships with media outlets: Media outlets are a great way to reach customers and build relationships. It is important to develop relationships with media outlets and use them to spread the word about your business.

Developing relationships with media outlets is an important part of any successful marketing and PR strategy. By building relationships with the right media outlets, businesses can reach their target audience more effectively and efficiently. This includes traditional print, radio, television, and online sources such as blogs, websites, social networks, and other digital platforms.

When developing relationships with media outlets it is important to understand what type of content they are looking for. It is also essential to be aware of the deadlines associated with each outlet so that you can ensure your message reaches them in a timely manner. Additionally, it's important to build trust between yourself and the outlet by providing accurate information about your business or product.

Finally, when working with media outlets it's important to remember that these are people too – not just faceless entities. Take time to get to know them on a personal level; this will help create stronger connections which could lead to better coverage for your business or product.

#14. Utilize public relations: Public relations is a great way to reach customers and build relationships. It can be used to create positive press, generate interest, and reach a wide audience.

Utilizing public relations is an effective way to reach customers and build relationships. It can be used to create positive press, generate interest, and reach a wide audience. Public relations strategies can include creating press releases about new products or services, hosting events for media outlets, engaging in social media campaigns, developing content marketing initiatives such as blogs or videos, and leveraging influencers to spread the word about your brand.

Public relations efforts should be tailored to the target audience you are trying to reach. For example, if you are targeting millennials then utilizing social media platforms like Instagram or Snapchat may be more effective than traditional methods of communication such as print ads or radio spots. Additionally, it's important to ensure that all messaging is consistent across channels so that customers have a clear understanding of what your company stands for.

Finally, it's essential that public relations efforts are tracked and measured in order to determine their effectiveness. This will help inform future decisions on how best to utilize PR tactics in order maximize results.

#15. Leverage word-of-mouth marketing: Word-of-mouth marketing is a great way to reach customers and build relationships. It can be used to create buzz, generate interest, and reach a wide audience.

Leveraging word-of-mouth marketing is an effective way to reach customers and build relationships. It can be used to create a buzz around your product or service, generate interest in what you have to offer, and spread the word about your business far and wide. Word-of-mouth marketing works best when it's genuine – so focus on creating content that people will want to share with their friends and family. Encourage customers to leave reviews of your products or services online, as this can help boost credibility for potential buyers who are researching you before making a purchase.

You should also consider using social media platforms such as Facebook, Twitter, Instagram, YouTube etc., which allow users to easily share content with their networks. This type of sharing helps increase visibility for your brand while also providing valuable feedback from customers that can help inform future decisions.

Finally, don't forget about traditional methods like print advertising or radio spots – these still have value in today's digital world!

#16. Utilize affiliate marketing: Affiliate marketing is a great way to reach customers and build relationships. It can be used to generate leads, create a connection with customers, and increase sales.

Utilizing affiliate marketing is an effective way to reach customers and build relationships. It can be used to generate leads, create a connection with customers, and increase sales. Affiliate marketing involves partnering with other businesses or individuals who promote your products or services in exchange for a commission on any resulting sales. This type of marketing allows you to tap into the networks of these affiliates, giving you access to their customer base and allowing them to benefit from your product or service as well.

When setting up an affiliate program, it's important to consider how much commission each partner will receive for successful referrals. You should also think about what incentives they may need in order to stay motivated and continue promoting your business. Additionally, make sure that all partners are aware of the terms of the agreement so that everyone is on the same page.

Affiliate programs can be highly beneficial when done correctly; however, it's important not to over-rely on this form of marketing as it can become costly if not managed properly. Consider tracking performance metrics such as click-through rates (CTR) and conversion rates (CVR) in order to measure success accurately.

#17. Leverage influencer marketing: Influencer marketing is a great way to reach customers and build relationships. It can be used to create buzz, generate interest, and reach a wide audience.

Leveraging influencer marketing is an effective way to reach customers and build relationships. It can be used to create a buzz around your brand, generate interest in your products or services, and reach a wide audience. Influencers are people who have influence over their followers due to their expertise, knowledge, or popularity. By partnering with influencers who share similar values as your company, you can tap into their networks and gain access to potential customers that may not otherwise be exposed to your brand.

When leveraging influencer marketing it's important to ensure that the content shared by the influencer is authentic and aligns with the message of your brand. You should also consider offering incentives for successful campaigns such as

discounts on products or exclusive offers for followers of the influencer. Additionally, tracking metrics such as engagement rates will help you measure success so you can adjust strategies accordingly.

Overall, leveraging influencer marketing is an effective way to reach new audiences and build relationships with potential customers. With careful planning and execution it can be a powerful tool in any digital marketing strategy.

#18. Utilize customer reviews: Customer reviews are a great way to reach customers and build relationships. They can be used to create trust, generate leads, and create a connection with customers.

Utilizing customer reviews is an effective way to build relationships with customers and create trust. By allowing customers to share their experiences, businesses can gain valuable insights into what works and what doesn't. Reviews also provide a platform for customers to express their opinions about products or services, which can help businesses make improvements and better serve their customers.

Customer reviews are also a great way to generate leads. Positive reviews from satisfied customers can be used as social proof that your business offers quality products or services, encouraging potential buyers to take the next step in the buying process.

Finally, customer reviews allow businesses to connect with their audience on a more personal level. Customers appreciate when companies take the time to listen and respond positively when they have something positive or negative to say about them.

#19. Leverage user-generated content: User-generated content is a great way to reach customers and build relationships. It can be used to create buzz, generate interest, and reach a wide audience.

Leveraging user-generated content is an effective way to engage customers and build relationships. It can be used to create excitement, generate interest, and reach a wide audience. User-generated content can come in many forms such as reviews, comments, photos, videos, blog posts and more. By encouraging customers to share their experiences with your brand or product on social media platforms like Facebook or Twitter you are able to tap into the power of word of mouth marketing.

User-generated content also provides valuable insights into customer preferences which can help inform future decisions about products or services. Additionally it allows companies to connect directly with their target market by responding quickly and effectively when customers post questions or feedback online.

Overall leveraging user-generated content is an important part of any successful marketing strategy as it helps brands build trust with potential buyers while providing valuable data that can be used for future decision making.

#20. Utilize analytics: Analytics is a great way to measure the success of your marketing efforts. It can be used to track performance, identify trends, and optimize campaigns.

Utilizing analytics is an essential part of any successful marketing strategy. Analytics can provide valuable insights into how your campaigns are performing, what trends are emerging, and which strategies need to be optimized for maximum effectiveness. By tracking performance metrics such as website visits, click-through rates, conversions, and more, you can gain a better understanding of the success of your efforts and make adjustments accordingly.

Analytics also allows you to identify areas where improvements could be made in order to increase ROI. For example, if you notice that certain keywords or ad placements aren't yielding the desired results then you can adjust them accordingly. Additionally, analytics can help inform decisions about when to launch new campaigns or products based on customer behavior patterns.

Overall, utilizing analytics is key for any business looking to maximize their marketing efforts and ensure they are

reaching their target audience effectively. With the right data at hand it becomes much easier to create effective strategies that will yield positive results.