

5 Ways PR and Advertising Are Working Together to Create Key Messages

By Adryanna Sutherland

For many years, there was separation between church and state, so to speak, when it came to advertising and public relations. Sometimes, agencies would handle only one discipline or the other. Consumers would get their advertising message from old-school radio, TV and magazines. PR teams were typically responsible for content related to a company or brand through their storytelling and relationship building.

Advertising can no longer be a one-way channel.

But with the advent of the Web, advertising no longer controls the distribution of a message, and PR is no longer the only one controlling a feature. Today, audiences can look at **Facebook**, **YouTube** or a blog to get a marketing message, and they can also tell stories themselves. There are many channels competing for the eyes of the buyer.

This is why advertising can no longer be a one-way channel. In the age of digital and social media, both advertising and PR must work together to create an engaging digital dialogue so that the message becomes a two-way, credible conversation.

Paid advertising needs to ignite the kinds of ideas that initiate conversation in earned media while PR develops the infrastructure to help engage these savvy audiences online.

Here are five ways in which advertising and PR are collaborating in the digital age:

Content marketing. The goal here is to deliver relevant and valuable content that influences behavior and builds traffic to the brand. Advertising and PR have the opportunity to work together to accomplish this goal. The thought leadership pieces created by the PR team can now be fully integrated with advertising tactics, and they can be delivered to the audience in the precise format that they want, at the time they want it, and through the channel that they prefer. For example, a long-form case study may be turned into an infographic or a tip sheet. Advertising may then create an email nurture campaign, a landing page or banner ad to support and drive people to this content.

Influencer marketing. The digital age has definitely contributed to the growth of using influencer marketing to connect businesses and clients. While consumers have always been influencing or sharing opinions through word of mouth, today social media amplifies those opinions. Because today's consumers often tune out traditional advertising, influencer marketing becomes even more relevant as these influencers are seen as a trusted source or recommendation. This tactic is an important way to build an audience, drive awareness and, eventually, inspire action.

Native advertising. Found on digital platforms, native advertising is another way to add value for consumers by providing advertising in the form of informative content. Sometimes consumers are not even aware that they are being exposed to advertising. Advertising and PR work usually work together

in this tactic—with PR handling the content and advertising placing the ad in the right channel.

Inbound marketing. Traditionally, advertising focused outwardly on ads, direct mail, trade shows, television and radio to bring awareness. Today, companies and brands are bringing customers in via content that consumers want to see. Social media and SEO help to bring these eyes where they need to be. When advertising and PR work together to push both traditional and inbound tactics, they can not only reach clients in ways that matter, but also they craft the kinds of messages that connect with their audience.

We must do more than just create a great ad or media plan. We must be responsive to what audiences are talking about and involve them.

Pay per click. PPC ads are sponsored links that show up when you perform a Web search in a search engine. These links are typically more targeted than traditional advertising, and they offer another way for PR and advertising to work together—both in determining what keywords and ad copy prompt the click and in deciding what kind of landing page to send people to.

In a hyper-connected world, we must do more than just create a great ad or media plan. We must be responsive to what audiences are talking about and involve them.

When advertising and PR work together effectively in creating a dialogue, they create key messages that ignite emotions and disseminate them successfully using digital tools. **PRN**

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