

Prospect, Influencer or Both?

Imagine that a potential customer is also a fervent industry blogger with a solid social media following amongst fellow professionals in the same space. Who owns that relationship, PR or marketing? The answer is both.

PR practitioners understand influence, how it accrues and from where it flows. Building relationships with key media, bloggers and analysts—the emerging practice of influencer relations—is the cornerstone of building visibility for a brand.

Additionally, PR pros understand the subtleties of the story and how to wrap information in context so that it makes sense to an audience. Marketers are in step with marketplace trends and buyer pain points, and they often develop content designed to speak to the issues and interests of current and poten-

tial customers. At the intersection of PR and marketing, one finds newsworthy owned content that both teams can utilize and promote.

A brand with a truly integrated program won't be terribly concerned with pigeonholing this prospect, at least not at the outset. They'll be developing content that's designed to engage and inform the prospect, inspire mentions from bloggers and invite social sharing.

PR Tactics for Content Marketing

Delivering content in context with an additional layer of social credibility is crucial in order to keep your brand top of mind in the buyer's decision process. Ensuring your content is surfaced continually among a specific constituency is another element of success, and there are a number of tactics communica-

