



International Training
Center Paris

TRAINING SCHEDULE

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DIGITAL PR STRATEGY

Overview:

The Digital PR Strategy training is designed to equip administrative professionals with the necessary knowledge and skills to develop and implement effective digital public relations strategies. Participants will learn about the various components of digital PR, including media relations, influencer marketing, content creation, and crisis management. They will also be introduced to tools and techniques for monitoring and measuring the success of their digital PR campaigns.

Objectives:

- Understand the fundamentals of digital public relations
- Develop strategies for effective media relations in the digital age
- Learn about influencer marketing and how to leverage it for maximum impact
- Create engaging and relevant content for digital PR campaigns
- Develop crisis management plans for potential digital PR crises
- Learn about tools and techniques for monitoring and measuring the success of digital PR campaigns

Upon completion of this 5-day training, participants will have a solid understanding of the fundamentals of digital PR and the tools and techniques needed to develop and implement effective digital PR strategies. They will be equipped with the knowledge and skills to manage media relations, work with influencers, create engaging content, and effectively handle digital PR crises. By the end of the training, participants will have the confidence and expertise to develop and execute successful digital PR campaigns that build brand awareness and enhance reputation.

Targeted Groups:

- Digital marketing managers
- Public relations specialists
- Social media managers
- Communication directors
- Professionals focused on integrating PR with digital strategies

Planning:

Day 1: Introduction to Digital PR

- The evolution of PR in the digital age
- The role of digital PR in brand building and reputation management
- Key components of a digital PR strategy

Day 2: Media Relations in the Digital Age

- The changing media landscape and how to adapt
- Building relationships with digital media outlets and journalists
- Crafting effective digital press releases and media pitches

Day 3: Influencer Marketing

- Understanding the power of influencers in the digital space
- How to identify and partner with the right influencers for your brand
- Best practices for influencer collaborations and campaigns

Day 4: Content Creation for Digital PR

- Developing a content strategy for digital PR
- Creating compelling content that resonates with your target audience
- Leveraging multimedia content for maximum impact

Day 5: Crisis Management in Digital PR

- Understanding the unique challenges of digital PR crises
- Developing a crisis management plan for potential digital PR crises
- Monitoring and measuring the success of digital PR campaigns