

Public relations industry must stand up to search marketing threat, whitepaper warns

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Media entrepreneur predicts shake-up as online takes over from traditional media

Public relations risks being sidelined by search marketing agencies as organisations begin to realise the benefits of online visibility, according to a whitepaper published today.

The whitepaper, entitled *Public Relations Versus Search Marketing – Clash or Collaboration?*, identifies a trend in which search marketing agencies and search engine optimisation agencies are beginning to offer online PR advice and services, crossing over into the realm of the PR professional.

The whitepaper says: “The worst case scenario for PR, and this is in the real world and not fantasy, is that PR loses significant ground to an apparently more dynamic and imaginative profession – search marketing. The danger is that this new discipline will take a bigger slice of the marketing budget at the expense of PR and search marketing agencies will start to take on communication roles which were previously part of the PR function.”

Daryl Willcox, founder and chairman Daryl Willcox Publishing, felt compelled to write the whitepaper to share his observations after studying the search marketing industry and attitudes among ‘traditional’ PR professionals towards online media.

Willcox was prompted to take a closer look at the search marketing sector after search marketing agencies started to use his company’s online press release distribution (<http://www.dwpub.com/pressreleasewire/>) service. Ten per cent of all releases posted to the Response Source/SourceWire Press Release Wire now come from search marketing agencies rather than PR agencies.

Willcox said: “Public relations is a vibrant discipline but right now search marketers are on the whole showing greater initiative and imagination. If this continues PR could lose its voice.”

He added: “There are many PR professionals out there who have grasped online PR with great tenacity but they remain in the minority. PR specialists need to educate themselves about how online media can benefit their clients and adopt new techniques to get results.”

The whitepaper, *Public Relations Versus Search Marketing – Clash or Collaboration?* (http://www.dwpub.com/whitepapers.php?int=Public_Relations_Versus_Search_Marketing), is available at www.dwpub.com/whitepapers/

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About Daryl Willcox Publishing

Online services for journalists and media relations specialists
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Daryl Willcox Publishing (DWPub) focuses entirely on online information services for journalists and PR professionals. DWPub brands enjoy widespread recognition with both the press and the PR community. DWPub is a UK-owned independent company and has grown every year since launch in 1997. The company was founded and is run by an experienced journalist.